

An Analysis of China-ASEAN Publishing Exchange Research from the Perspective of a Community with a Shared Future for Mankind: A Visual Analysis Based on Knowledge Graphs

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Abstract: Based on 128 journal articles from the CNKI database spanning 2006 to 2026, this study employs the CiteSpace knowledge graph method to conduct a visual analysis of the knowledge structure, evolutionary trends, and frontier issues in research on China-ASEAN publishing exchanges from the perspective of a Community with a Shared Future for Mankind. The findings reveal that the scientific research collaboration network in this field exhibits low density, characterized by “decentralization and independence.” Research themes have evolved from “policy-driven” to “efficacy-oriented,” forming a keyword co-occurrence network with “ASEAN” as the core hub and key nodes such as “the Belt and Road,” “Going Global,” “theme publishing,” and “Guangxi.” As a geographical bridge and a typical case connecting China and ASEAN, “Guangxi” holds significant practical importance. Cluster analysis identifies four major frontier directions, revealing a paradigm shift in research from macro-level initiative interpretation to meso-level mechanism construction and micro-level communication efficacy inquiry. Future research should promote the “institution-industry-culture-technology” four-dimensional interdisciplinary integration, strengthen field investigations and localized reception analysis targeting ASEAN audiences, and prudently address ethical challenges arising from AI empowerment, in order to deepen the value co-creation function of publishing exchanges in building the China-ASEAN Community with a Shared Future.

Keywords: Community with a Shared Future for Mankind; China-ASEAN; Publishing field; Exchange; Knowledge graph

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1. Introduction

Against the backdrop of deepening globalization and the concept of a Community with a Shared Future for Mankind increasingly becoming a general consensus in the international community, research on publishing exchanges between China and ASEAN countries is gradually moving from the periphery to the center, becoming

a notable academic hotspot. The rise of this research field benefits from both the in-depth advancement of the “Belt and Road” Initiative and the extensive implementation of Asian cultural exchanges, as well as the unique advantages China and ASEAN share due to geographical proximity, affinity among peoples, and cultural connectivity. In recent years, scholars have conducted systematic and in-depth discussions on topics such as policy coordination and industrial integration, digital publishing and technological empowerment, children’s books and literary translation, copyright trade and localized communication. Relevant research results have emerged continuously, and research perspectives have gradually expanded from early macro-level initiative interpretations to meso-level mechanism construction and micro-level communication efficacy enhancement. Especially from the perspective of the Community with a Shared Future for Mankind, how to utilize publishing—this “light cavalry” of cultural dissemination—to achieve a qualitative change from “content going out” to “culture integrating in” has become a focal point of common concern in both academia and industry. Guangxi, serving as a crucial window facing ASEAN, provides rich case support for theoretical research through the practical explorations of its publishing institutions in theme publishing, academic publishing, dictionary compilation, and literary translation. It also endows the research on China-ASEAN publishing exchanges with distinct regional characteristics and practical relevance. It can be said that this research hotspot not only responds to national strategic needs but also provides a solid cultural and ideological foundation and practical pathway references for building a closer China-ASEAN Community with a Shared Future.

Based on the above discussion, it is essential to clarify the current state of research on China-ASEAN publishing exchanges from the perspective of the Community with a Shared Future for Mankind, utilize bibliometric methods to analyze, summarize, and synthesize theoretical research findings from the previous period, and look forward to future development directions to provide valuable theoretical guidance. CiteSpace is visualization software for conducting bibliometric analysis. The author uses this software to analyze literature samples from the CNKI database, providing references for relevant researchers.

2. Data source and research methodology

Obtaining valuable conclusions necessitates a rigorous selection of sample data. To ensure the credibility of the research results, considering the authority, completeness, and academic influence of various databases, the author used the CNKI database with the search criteria: Topic = “Community with a Shared Future for Mankind” AND “ASEAN” AND “Publishing.” The source type was limited to “Journal Articles” with no time span set. The search retrieved 141 articles published between April 2006 and March 2026. After careful verification, 128 articles were confirmed to meet the requirements and were selected as the basis for bibliometric analysis. The retrieval date was March 15, 2026. The following steps were mainly taken in this study using CiteSpace: First, utilizing CNKI’s built-in analysis software, an initial analysis of the literature distribution was performed, and analytical charts were generated. Second, based on a close reading of the literature data, CiteSpace was used to analyze the data, generating collaboration networks for authors and institutions, keyword co-occurrence maps, keyword clustering maps, and keyword co-occurrence timezone maps. This helps grasp the overall picture of research on China-ASEAN publishing exchanges from the perspective of the Community with a Shared Future for Mankind. Third, through analyzing research themes and frontiers based on keywords, the research trajectory is examined, the content is interpreted, and the overall dynamics and developmental frontiers of this research field are evaluated, thereby identifying directions for future deepening of the field.

3. Clustering analysis of research collaboration

The degree of collaboration among authors in academic research is an important indicator for judging the progress of disciplinary research. While the research output of a single author can reflect their individual research capability, it cannot reveal the complete picture of disciplinary research. Effective research collaboration contributes to the maturation of a discipline. Research collaboration includes institutional collaboration and author collaboration. To clearly and concisely identify the academic collaboration and connections among research institutions and authors, the node types “author” and “institution” were selected in CiteSpace. The distribution of institutions and authors was combined and displayed, generating a research collaboration knowledge map for China-ASEAN publishing exchange research from the perspective of the Community with a Shared Future for Mankind, as shown in **Figure 1**. Combined with CiteSpace’s clustering analysis of authors and institutions, it was found that an academic research group has formed, centered around authors Li Jianping, Wang Jianping, Huang Lu, Qin Zhenfeng, Li Ping, Wang Shaohui, Liu Qiaoye, Zhang Ruizhi, Li Yanning, and their affiliated institutions, including the Institute of Literature and History of the Guangxi Academy of Social Sciences, the Guangxi Federation of Social Sciences, and the College of Literature of Guangxi University. Based on the importance and frequency of keywords and according to the software’s naming rules, this cluster was named “Cluster #0.” According to the software’s calculation results, the density value of the research collaboration map for China-ASEAN publishing exchange research is 0.0095, which is lower than the normal level of 0.1. There are 245 author/institution nodes and 283 collaboration links, which are relatively sparse, and the link density is low. This reflects the characteristics of loose research collaboration, decentralization, and independence among research institutions and authors in this field.

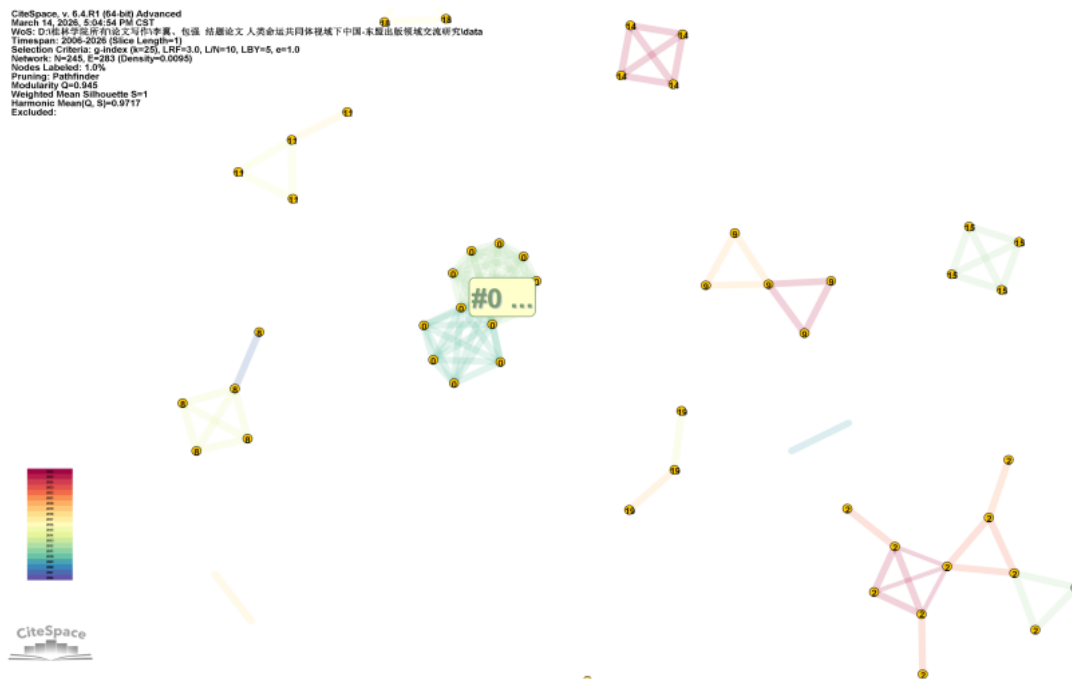


Figure 1. Knowledge map of research collaboration

4. Keyword knowledge graph analysis

4.1. Co-occurrence network of keywords

Keywords are the core elements of research literature. A high frequency of a particular keyword indicates high

research temperature and numerous research outputs around that theme. By analyzing keyword frequency and centrality, the core issues and knowledge base of the field can be accurately identified. In the Knowledge Graph, node size is positively correlated with keyword frequency, and links represent co-occurrence relationships between keywords. According to the Knowledge Graph (Figure 2) generated by the software, “ASEAN” (frequency 9, centrality 0.12) is the absolute core node in the network. The term “ASEAN” not only has the highest frequency but also possesses centrality highly exceeding other keywords (centrality > 0.1 is generally considered to indicate a strong mediating role). All core keywords will be listed in Table 1 of China-ASEAN Publishing Exchange Research (Based on Frequency and Centrality). This indicates that “ASEAN” occupies a pivotal position in the entire research network, serving both as a research hotspot and a key bridge connecting different research themes. Further analysis of the knowledge structure reveals clear layering and evolution in the research.

Table 1. Keyword analysis in China-ASEAN Publishing Exchange Research (Based on Frequency and Centrality)

Frequency	Centrality	First year	Keyword	Academic role & semantic type	Research level
9	0.12	2007	ASEAN	Research Object (Core research object, defining geographical and cultural boundaries)	Macro (As a pole in international relations and a cultural region)
5	0.01	2019	Theme Publishing	Theory/Perspective (Specific publishing form)	Macro/Meso (Macro-level: national will, meso-level: conglomerate strategy)
4	0.01	2011	Book Publishing	Research Object (Most basic research object)	Meso (As a core link in the industry chain)
4	0.02	2015	“Belt and Road”	Action/Strategy (Core research background and policy framework, providing explanatory variables)	Macro (National top-level design initiative)
4	0.04	2020	“Going Global”	Action/Strategy (Core research object, as a verbal noun describing the process of industrial internationalization)	Macro/Meso (Industry behavior under national strategic guidance)
4	0.06	2010	Guangxi	Subject/Carrier (Important regional research sample, as a methodological “typical case” or geographical platform)	Meso (Study of regional publishing industry clusters)
3	0.05	2007	Southeast Asia	Research Object (Compared to the political concept of “ASEAN,” “Southeast Asia” focuses on geographical/cultural research)	Macro (As a cultural-geographical region)
3	0.01	2016	External Communication	Action/Strategy (Function of research, i.e., the communication function performed by publishing activities)	Macro (Effect and discourse research from a communication studies perspective)
3	0.01	2015	Publishing	Research Object (Most basic academic category, encompassing both industrial and public service attributes)	Meso (Holistic study of the cultural industry)
3	0.03	2010	Cultural Industry	Theory/Perspective (Economic analysis: treating publishing as part of the national economy)	Meso (At the level of industrial economics)
3	0.02	2016	Digital Publishing	Research Object/Perspective (Both an emerging publishing format and a perspective for studying technological empowerment)	Meso/Micro (Meso: platform construction, micro: technology application)

Table 1 (Continued)

Frequency	Centrality	First year	Keyword	Academic role & semantic type	Research level
2	0.02	2010	Publishing Industry	Research Object (Carries more connotations of industrial organization than “publishing”)	Meso (At the level of industry management and enterprise competition)
2	0.02	2021	Internationalization	Value Goal (Describes a state or capability pursued by publishing entities)	Meso (At the level of enterprise capability building and operational standards)
2	0.00	2019	Chinese Culture	Research Object/Value Goal (Core content for external communication, also the value core for achieving identity)	Macro (At the level of cultural soft power and mutual learning among civilizations)
2	0.00	2019	External Publishing	Research Object (Compared to “Going Global,” “External Publishing” emphasizes specialized business operations and production)	Meso/Micro (Meso: business segments, micro: content planning)
2	0.00	2022	Cultural Exchange	Action/Strategy (Deep-seated function of publishing activities, emphasizing two-way interaction not unidirectional output)	Macro (At the level of international relations and anthropology)
2	0.00	2025	Children’s Book Publishing	Research Object (publishing category, possessing unique research value as “light cavalry”)	Micro/Meso (Micro focuses on products and readers, meso focuses on markets)
2	0.00	2025	Communication Efficacy	Value Goal (Recent shift in research focus, from concerning “presence or absence” to “quality or effectiveness”)	Micro/Meso (Micro evaluates communication techniques, meso constructs evaluation systems)
2	0.00	2013	Interpreting Textbooks	Methodology/Research Object (As “materialized samples” of publishing practice, used to analyze publishing activities in specific fields)	Micro (Analysis of specific publications and research on content production)

Based on the above data and textual analysis, the following conclusions can be drawn. First, an evolution from “policy-driven” to “efficacy-oriented” has been achieved. The table shows that early high-frequency keywords (such as “Guangxi,” “publishing industry,” “Going Global”) were mostly concentrated on meso-level regional and industrial behaviors ^[1]. In contrast, recently emerging keywords like “communication efficacy” ^[2] (2025) and “children’s book publishing” ^[3] (2025) point more towards micro-level effect evaluation and the subdivided publishing field. This indicates that research is shifting from interpreting the policy of “how to go out” to questioning the communication effect of “how to integrate in,” which highly aligns with the “people-to-people bonds” emphasized by the Community with a Shared Future for Mankind.

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 Timespan: 2006-2026 (Slice Length=1)
 Selection Criteria: g-index (k=25), LRF=3.0, L/N=10, LBY=5, e=1.0
 Network: N=148, E=198 (Density=0.0182)
 Largest CCs: 44 (29%)
 Nodes Labeled: 1.0%
 Pruning: Pathfinder
 Modularity Q=0.945
 Weighted Mean Silhouette S=1
 Harmonic Mean(Q, S)=0.9717
 Excluded:

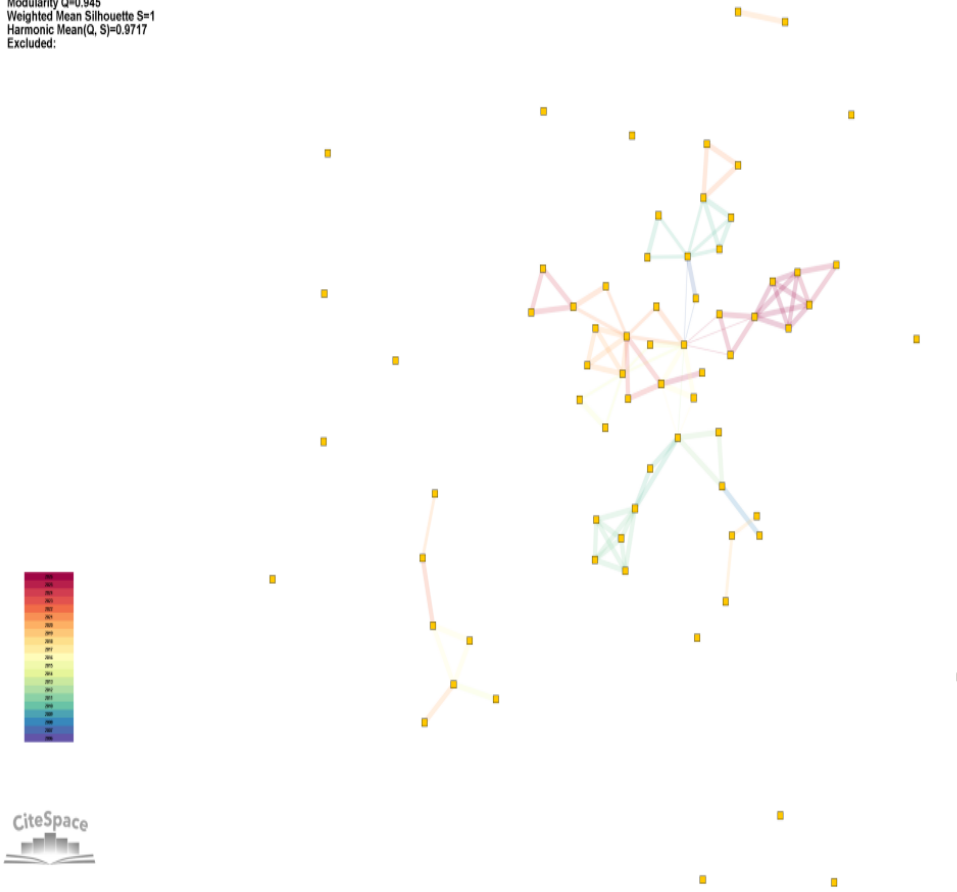


Figure 2. Keyword co-occurrence map of China-ASEAN Publishing Exchange Research from the Perspective of the Community with a Shared Future for Mankind

Second, the high centrality and unique role of “Guangxi” are highlighted. As a keyword, “Guangxi” has a centrality of 0.06, second only to “ASEAN” and “Going Global.” This not only confirms Guangxi’s role as a physical bridgehead connecting China and ASEAN but also, from a knowledge graph perspective, proves its core position methodologically—it is regarded as an irreplaceable “natural laboratory” and typical case repository for studying China-ASEAN publishing exchanges ^[4]. Defining the academic role of “Guangxi” as “subject/carrier” precisely emphasizes its special function as a research platform.

Third, the diversification of academic roles is highlighted. Keywords are not merely objects of study. For example, “Belt and Road” and “Going Global” serve as action/strategy backgrounds driving the research; “theme publishing” and “cultural industry” provide theories/perspectives for the research, while “communication efficacy” becomes the value goal of the research. This diversity of roles indicates that the field has formed a complete research chain, led by macro-policy (strategy), carried by meso-industry (subject), grounded in micro-products (content), and ultimately oriented toward efficacy (goal).

Fourth, the richness of research levels is reflected. Research does not stop at the macro-level narratives. From micro-product analysis of “interpreting textbooks” to meso-industrial changes in “digital publishing,” and then to macro-value guidance of the “Community with a Shared Future for Mankind,” various levels are

distributed and mutually supportive. Particularly, research on the subdivision fields such as “children’s book publishing” and “interpreting textbooks” demonstrates that the field is developing in depth, reflecting the refinement and specialization of research.

4.2. Analysis of research frontiers

By extracting cluster labels of keywords in China-ASEAN publishing exchange research from the perspective of the Community with a Shared Future for Mankind, combined with the cluster label terms, the research frontiers can be identified. Using CiteSpace’s clustering algorithm, a keyword clustering map for this research field was generated (**Figure 3**). Based on the structural characteristics, label terms, and their connections within the clusters shown in **Figure 3**, further analysis can be conducted. **Table 2** shows that research in this field has mainly formed four significant clusters: #0 ASEAN, #3 Opportunity, #4 Publishing Industry, and #5 Policy Coordination. Utilizing CiteSpace’s function for summarizing keyword cluster information, representative keywords under these cluster labels were compiled. Understanding these keywords helps in comprehending the main research content of each cluster, thereby grasping the research frontiers.

CiteSpace, v. 6.4.R1 (64-bit) Advanced
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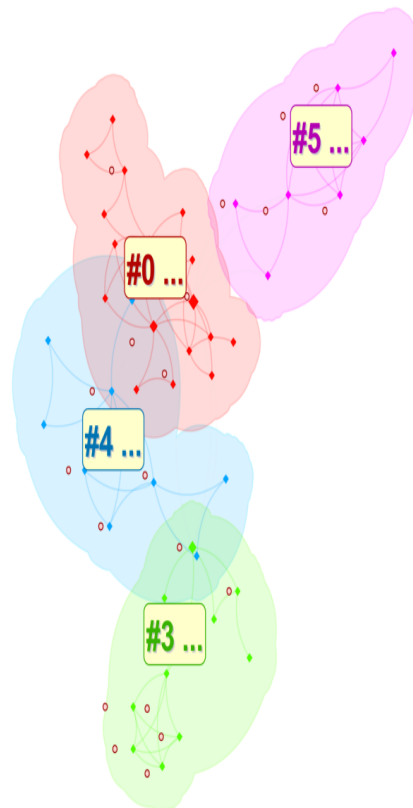


Figure 3. Cluster graph of keywords

Table 2. Cluster names and keyword distribution in China-ASEAN Publishing Exchange Research

Cluster ID	Cluster name	Year	Keyword clustering
#0	ASEAN	2018	ASEAN, “Belt and Road,” “Going Global,” Digital Publishing, Internationalization, Digital Economy, Agricultural Publishing, News Publishing, Editorial Capability, ASEAN Countries, Agricultural Editing, Publishing Industry, Copyright Export, Localization, Digital Platforms, Micro-fiction, Knowledge Production
#3	Opportunity	2010	Guangxi, Cultural Industry, Opportunity, Media Industry, Cooperation Model, Free Trade, Media Management, Countermeasure Suggestions, Development, Reform and Development
#4	Publishing Industry	2011	Southeast Asia, Publishing Industry, China, Books, International Relations, Publishing Marketing, Communication Paths, Communication Concepts, Cooperation
#5	Policy Coordination	2025	Children’s Book Publishing, Communication Efficacy, International Communication, Policy Coordination, Academic Publishing, Artificial Intelligence, Industrial Integration, Digitalization

Based on the cluster analysis of keywords in China-ASEAN publishing exchange research using CiteSpace, the generated visualization map intuitively displays the knowledge structure and hotspot frontiers of the field. Through in-depth analysis of the four significant clusters (#0 ASEAN, #3 Opportunity, #4 Publishing Industry, #5 Policy Coordination), we can systematically grasp the theoretical progress, practical innovations, and future trends in this research field.

4.2.1. Core research object: Cluster #0 ASEAN

Cluster connotation and theoretical positioning: This cluster contains the richest keywords and covers the widest scope among the four, highlighting the core position of “ASEAN” as the theme of research. It no longer simply views ASEAN as a group of geographically proximate publishing markets but constructs it as a complicated research field—a testing ground for policy implementation, a space for dialogue on mutual cultural learning, and an arena for industrial practice.

Academic interpretation of core keywords: The high-frequency keywords “Belt and Road” and “Going Global” constitute the macro-level driving logic of the research. Academia generally regards the “Belt and Road” Initiative as an institutional dividend for reconstructing China-ASEAN publishing relations, while “Going Global” has cascaded from a national strategy down to the conscious action of the publishing industry. The core concern of research lies in: How does publishing play the role of cultural adhesive in the “Wu tong” (policy coordination, facilities connectivity, unimpeded trade, financial integration, people-to-people bonds) of the “Belt and Road”? The keywords “Digital Publishing” and “Digital Economy” indicate that digital transformation has become a research focus. Academic attention is directed not only at the digitalization of publishing forms (e.g., e-books, databases) but also at the digital reconstruction of the publishing ecosystem. Specific research topics include: How can digital publishing platforms stride over the language barriers of the ASEAN market? How does the digital economy reshape the intra-industry trade level of the China-ASEAN publishing trade? What constraints do regional imbalances in digital infrastructure impose on publishing cooperation? The pair of keywords “Copyright Export” and “Localization” reveals the core contradiction and resolution path for publishing “Going Global.” Early research mostly focused on the quantitative growth of copyright exports, whereas current research has delved deeper into questioning the mechanisms for achieving “localization”—how to shift from simple product output (copyright trade) to production capacity output (establishing overseas branches) and value idea output (integrating into local knowledge production systems). The emergence of

“Digital Platforms” offers technological possibilities for solving the problem, enabling localized content adaptation and accurate distribution through platform-based operations. The appearance of the keyword “Knowledge Production” carries significant methodological implications. It marks a shift in research perspective from “cultural dissemination” to “knowledge co-construction.” ASEAN is no longer merely the receiving end of Chinese culture but is incorporated into a common knowledge production network. Research begins to focus on: How does China-ASEAN publishing cooperation catalyze new knowledge regarding regional symbiosis development? How does this knowledge, in turn, feed back into the theoretical construction of the “Community with a Shared Future for Mankind?”

4.2.2. Multidimensional examination of development dynamics: Cluster #3 Opportunity

Cluster connotation and theoretical positioning: The “Opportunity” cluster has an earlier temporal node, reflecting the early paradigm of China-ASEAN publishing exchange research—namely, development-oriented problem diagnosis and countermeasure supply research. This cluster takes Guangxi as its core field, examining publishing within the macro-frameworks of the cultural industry, media industry, and even the entire free trade area, exhibiting distinct regional economics and industrial economics characteristics.

Academic interpretation of core keywords: At the geographical carrier level, “Guangxi” holds an absolute core position in this cluster. Its academic significance lies not only in its physical geographical advantages but also in its role as a methodological “natural laboratory.” Guangxi’s publishing practices (e.g., the explorations of Guangxi Normal University Press and Guangxi Publishing & Media Group toward ASEAN) provide rich case studies for theoretical research. Research constructs Guangxi as the optimal window for observing China-ASEAN publishing interaction, discussing how it transforms from a “geographical neighbor” into a “cultural hub.” Simultaneously, at the industrial perspective level, incorporating publishing into the “cultural industry” framework means a shift in research perspective from simple cultural public service to industrial analysis encompassing economic attributes. Academia should pay attention to the contribution of publishing to the added value of Guangxi’s cultural industry, and investigate how to achieve value multiplication through extending the publishing industry chain (e.g., integration with tourism, exhibitions). The inclusion of “media industry” suggests the possibility of cross-media integration—how publishing can cooperate with broadcasting, television, and new media to build a multi-media communication matrix toward ASEAN. Next, at the institutional environment level, the establishment of the China-ASEAN Free Trade Area (2010) is a key institutional background for this cluster. Research focuses on how goods trade and service trade rules under the free trade framework impact publication imports and exports. Meanwhile, the “cooperation model” has become a research hotspot—from early-stage copyright trade and cooperative publishing to later-stage capital cooperation and platform co-construction, academia strives to extract and purify replicable and scalable practical paradigms. The emergence of “media management” hints at the importance of governance capabilities in transnational operations.

4.2.3. Return and transcendence of the industry noumenon: Cluster #4 Publishing Industry

Cluster connotation and theoretical positioning: This cluster focuses the research perspective on the core noumenon of the “publishing industry,” but it does not examine publishing in isolation; rather, it scans it against the macro-background of international relations and within the theoretical framework of communication studies. It embodies a paradigm shift from “industry research” to “interdisciplinary research.”

Academic interpretation of core keywords: At the geographical object level, unlike “ASEAN” (which

is more about a political-economic entity), in Cluster #0, “Southeast Asia” here emphasizes the integrity of a cultural-geographical region. These terminological differences reflect a shifting in research perspective: when using “Southeast Asia,” research pays more attention to intra-regional ethnic correlations, cultural affinities, and historical memories (e.g., cultural homology among ethnic groups in different countries), which serve as important resources for reducing the “cultural discount” in publishing dissemination. From the relational perspective level, the embedding of the keyword “International Relations” elevates the publishing industry to the level of national strategic games. “Going Global” in publishing is no longer merely an industrial act but is entrusted with the mission of shaping national image, enhancing international discourse power, and constructing identity politics. Research must consider: How can publishing become a carrier of public diplomacy? How can the book copyright trade serve the general diplomatic situation of China and Southeast Asian countries? This directly echoes the concept of the “Community with a Shared Future for Mankind.” At the operational strategy level, the keywords “Publishing Marketing” and “Communication Paths” reflect the practical grounding of research. Academia draws on marketing theory to probe into product strategies, pricing strategies, channel strategies, and promotion strategies for books targeting the Southeast Asian market. Specific topics include: How to conduct content planning based on the reading preferences of different ASEAN countries? How to utilize the network of Chinese bookstores in ASEAN countries to expand sales channels? The “Communication Paths” research focuses on the entire chain from “content production–channel distribution–audience reception,” striving to get through the “last mile” of publishing “Going Global.” At the conceptual change level, the appearance of the keyword “Communication Concepts” holds epistemological breakthrough significance. It prompts researchers to reflect on the inherent limitations of traditional “external propaganda” thinking and advocate a shift toward “international communication” and even “cross-cultural dialogue.” Publishing communication should move from “what I want to say” to “what the audience needs,” from one-way breathing into two-way interaction, from cultural output to cultural symbiosis. This conceptual change laid the ideological foundation for the subsequent rise of “communication efficacy” research.

4.2.4. Integrated presentation of frontier hotspot: Cluster #5 Policy Coordination

Cluster connotation and theoretical positioning: “Policy Coordination” is the newest cluster among the four, featuring the most frontier keywords, representing the latest trends and future directions of research in this field. It signifies a profound shift in research paradigm from “unidirectional promotion” to “systematic coupling”—policy and industry are no longer viewed as mutually external forces but constitute an organic whole that empowers each other.

Academic interpretation of core keywords: The keywords “Children’s Book Publishing” and “Academic Publishing” represent the two poles of China’s publishing toward ASEAN. Children’s book publishing is hailed as the “light cavalry” of cultural dissemination due to its illustrations, universally applicable values, and low cultural discount, making it a prioritized breakthrough point for international communication. Research focuses on: How can children’s books carry shared human emotions and values? How can children’s books achieve a localized transformation from “Chinese content” to “ASEAN expression”? How can artificial intelligence enable the multi-modal content generation of children’s books (e.g., automated translation, cultural symbol adaptation)? Academic publishing represents the highest form of knowledge production, concerning academic discourse power and intellectual influence. Research focuses on how Chinese academic publications can enter the knowledge consumption systems of ASEAN universities and think tanks. How can academic publishing build a common knowledge base regarding regional development? What opportunities ^[5] and challenges does

the “Digital Silk Road” present for the digital output of academic publishing? “Communication Efficacy”^[6] is a core shift keyword in recent research.

From “Going Global” (emphasizing action) to “Integrating In” (emphasizing outcome), “efficacy” has become the ultimate yardstick for measuring the international communication capacity of publishing. Research is committed to constructing a multi-dimensional, operational evaluation system for communication efficacy, covering political efficacy (national image shaping), cultural efficacy (degree of mutual learning among civilizations), economic efficacy (market share), and other dimensions. The questioning of “efficacy” forces research to descend from macro-narratives to micro-level reception analysis, following audiences’ genuine feedback and the mechanisms generating cultural identity. The pair of keywords “Policy Coordination” and “Industrial Integration” constitutes the core connotation of the cluster name. “Policy Coordination” emphasizes coordination and cooperation among different policy actors (central government, local governments, industry competent departments), as well as the interactive feedback between policy and industry. Research explores how to achieve the transformation of policy dividends into industrial momentum through optimizing top-level design (e.g., guidance from the National Publication Foundation, tax incentives). Simultaneously, it follows how new demands arising from industrial practice can feed back and iterate policy upgrades. “Industrial Integration” breaks traditional publishing boundaries, emphasizing the deep integration of publishing with technology (AI, big data), publishing with education (digital education platforms), and publishing with culture (IP development). In the context of ASEAN, industrial integration is seen as a key path to break through multilingual barriers, transcend cultural differences, and achieve precise communication. The keywords “Artificial Intelligence” and “Digitalization” reveal that technological variables are reshaping the underlying logic of China-ASEAN publishing exchanges. Research focus has shifted from early-stage “whether to digitize” to “how to intellectualize.” Specific topics include: How can generative AI assist in multilingual content production oriented towards ASEAN? How can intelligent recommendation systems achieve the precision of Chinese publications in the ASEAN market? How can virtual reality (VR/AR) technologies create immersive Chinese cultural experiences for ASEAN readers? The deep integration of technology and culture becomes the core driver for enhancing “communication efficacy.”

The logical relationships among the clusters are as follows: Clusters #4 and #0 form a complementary relationship. Cluster #0 focuses on the comprehensive analysis of the object “ASEAN,” while Cluster #4 focuses on the capability assessment of the acting subject “publishing industry.” Together, they constitute a “subject-object” analytical framework, providing theoretical groundwork for subsequent explorations of “how they interact” (Cluster #3) and “how to optimize” (Cluster #5).

4.3. Development path of keywords

The CiteSpace keyword timezone map serves as a crucial reference for observing and assessing the evolution of research hotspots over time. The author has mapped the keyword timezone for related thematic studies, as shown in **Figure 4**. A systematic analysis of 128 scholarly articles reveals that research on China-ASEAN publishing and international communication has undergone a clear trajectory of evolution over the past two decades, progressing from geographical exploration to strategic deepening, and subsequently to technological empowerment.

Research in this field originated around 2006, when only sporadic literature discussed publishing cooperation between Guangxi and ASEAN, with topics concentrated on regional issues. From 2009 to 2010, with the articulation of the national “Going Global” strategy, research began to focus on copyright export and

ASEAN market development. However, the overall publication volume remained at a low level annually during this period, exhibiting distinct characteristics of an embryonic stage.

The period from 2011 to 2019 marked a phase of steady growth, with the average annual publication volume increasing. The pivotal turning point during this era was the introduction of the “Belt and Road” Initiative, which fundamentally reshaped the macro-framework of research. Between 2013 and 2015, the “Belt and Road” became a high-frequency keyword, shifting the research perspective from mere geographical proximity toward strategic alignment and mutual learning among civilizations. Around 2017, the concept of a “Community with a Shared Future for Mankind” was extensively integrated into publishing research, as scholars began exploring how publishing Going Global could serve higher-level cultural exchange missions. Concurrently, digital publishing emerged as a new focal point. The China-ASEAN Publishing Expos held in 2011 and 2013 spurred a series of discussions on digital technology and publishing transformation. By 2019, with the proposition of “telling China’s stories well,” research deepened further. Keywords such as “common values of all humanity” and “theme publishing” appeared intensively, marking a transition in research from the physical level of “Going Global” towards the cultural level of “integrating in.”

The years 2020 to 2022 were characterized by the intervention of multiple theoretical perspectives. Analytical tools such as dynamic capabilities theory, grounded theory, and intra-industry trade indices were introduced. Scholars began systematically constructing theoretical frameworks for sub-sectors like children’s publishing, academic publishing, and agricultural publishing. Keywords during this phase, such as “children’s publishing,” “bronze drum culture,” and “literary translation,” indicated a trend toward refinement and specialization. Attention to practical issues like market differences across ASEAN countries, cultural barriers, and talent cultivation also grew considerably.

The year 2023 emerged as a critical node of intensifying research, with an annual publication count reaching 8 articles. This period also witnessed systematic retrospectives on the past decade of China-ASEAN publishing exchanges. In 2024, discussions on the paths of localization and internationalization in knowledge production became hotspots, with research beginning to reflect on China’s positioning and strategies in the ASEAN market.

Research in 2025 exhibits several distinct characteristics. First, artificial intelligence became the most central driving force, with numerous articles focusing on AI applications in scenarios such as children’s book publishing, content creation, precision marketing, and intelligent interaction. These studies explore how to leverage multi-modal content generation and user behavior prediction technologies to overcome multilingual barriers and cultural differences in the ASEAN market. Second, “international communication efficacy” replaced the mere notion of “Going Global” as the core research concern. Scholars were no longer satisfied with discussing market entry into ASEAN but systematically questioned how to enhance communication effects and achieve the qualitative leap from “content going out” to “culture integrating in.” Third, significant attention was paid to the interactive mechanisms between policy coordination and industrial integration. Researchers proposed a closed-loop system of “guidance-innovation-synergy,” emphasizing the bidirectional empowerment where policy dividends guide the concentration of industrial resources toward the ASEAN market, and industrial practices, in turn, feed back into policy optimization. Fourth, practical challenges such as digital governance, uneven regional development, and insufficient talent cultivation were systematically analyzed, demonstrating a distinct problem-oriented approach and practical concern in the research. Fifth, research in sub-fields like children’s book publishing, academic publishing digitization, and external publicity of rice culture deepened concurrently, forming a landscape of multi-point blossoming.

Viewed from a longer temporal perspective, the evolution of research in this field can be summarized as three leaps. The first leap occurred around 2013, shifting from geographical to strategic drivers. The “Belt and Road” Initiative expanded the research horizon from the Guangxi region to the entire ASEAN area and the broader “Global South.” The second leap took place between 2017 and 2019, transitioning from physical output to cultural resonance. The concept of a “Community with a Shared Future for Mankind” endowed Going Global with a new value mission, steering research toward localization strategies, cultural identity, and people-to-people bonds. The third leap is the ongoing process, shifting from traditional publishing to technological empowerment. Artificial intelligence and other new productive forces are reshaping the fundamental logic of international publishing communication, with efficacy assessment, mechanism construction, and precision communication emerging as new research frontiers.

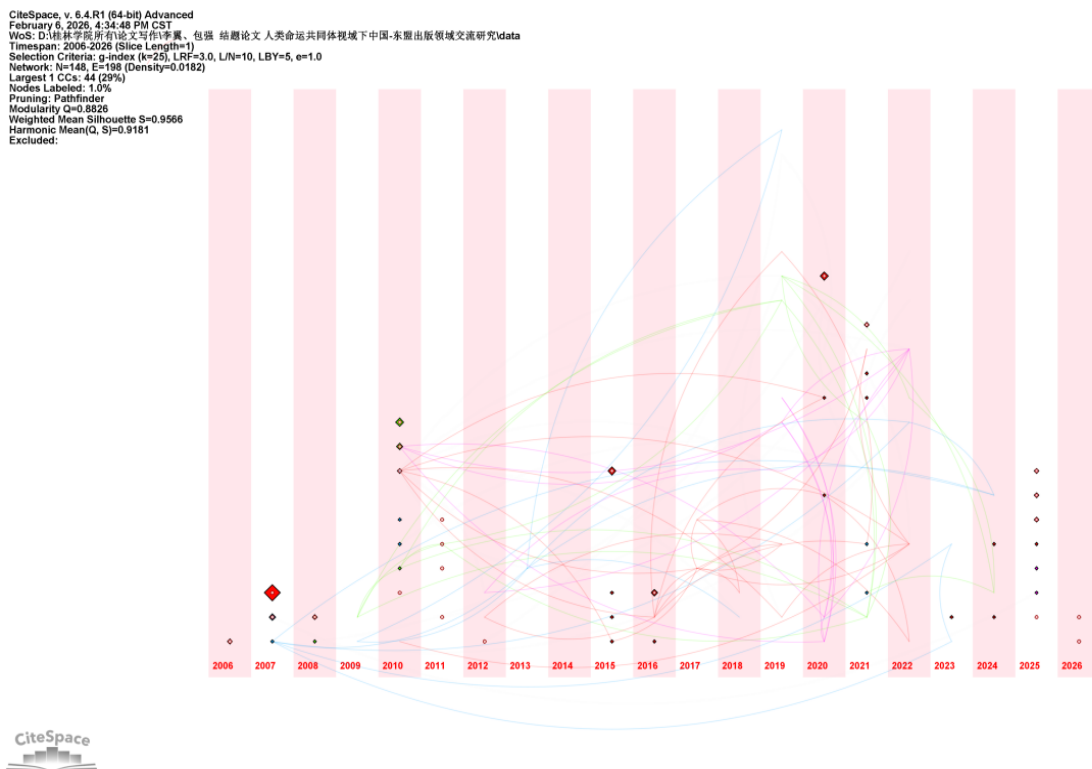


Figure 4. Temporal distribution graph of keyword co-occurrence

5. Research conclusion

This study employs the CiteSpace knowledge graph method to conduct a visual analysis of 128 documents on the exchange and cooperation in the publishing sector between China and ASEAN from 2006 to 2026. It reveals the knowledge structure, evolutionary trajectory, and frontier directions of this research field, yielding the following core findings.

First, the scientific research collaboration network is loose, and an academic community has yet to be formed. The network density is only 0.0095, indicating sparse collaboration among authors and institutions, characterized by “decentralization and independence.” Future efforts should strengthen cross-regional and cross-institutional coordination to promote theoretical innovation through joint research initiatives.

Second, the research theme has evolved from a “policy-driven” to an “efficacy-oriented” approach. The

keyword co-occurrence network identifies “ASEAN” as the core hub, with the “Belt and Road” Initiative and “Going Global” strategy forming the strategic backdrop. “Guangxi,” as a geographical vehicle and a typical case, holds a unique methodological position. In recent years, the emergence of keywords such as “communication efficacy” and “children’s book publishing” signifies a shift in research focus from “how to go global” to “how to integrate deeply.”

Third, four major clusters reveal the trajectory of the research paradigm shift. Cluster #0 (ASEAN) constructs ASEAN as a policy testing ground and cultural dialogue space, highlighting a perspective elevation from cultural transmission to knowledge co-construction. Cluster #3 (Opportunities), centered on Guangxi, embodies the early paradigm of countermeasure research. Cluster #4 (Publishing Industry) promotes an expansion from the industry’s ontology to an interdisciplinary perspective, achieving a conceptual transformation from “external propaganda” to “intercultural dialogue.” Cluster #5 (Policy Synergy) brings together cutting-edge topics such as artificial intelligence and communication efficacy, demonstrating a systematic coupling paradigm characterized by two-way empowerment between policy and industry and the deep integration of technology and culture. These four clusters collectively outline a clear paradigm shift from macro-level initiative interpretation to meso-level mechanism construction and micro-level efficacy inquiry.

Fourth, the research trend has undergone three leaps and is currently in an explosive phase driven by the superposition of technology and efficacy. Evolving from geographical proximity-driven (2006–2010) to strategy-driven (2011–2019) and then to technology-empowered (2020–2026). Artificial intelligence, communication efficacy, and policy synergy have become core keywords, indicating that technological logic is reshaping the fundamental logic of publishing and communication.

6. Research prospects

6.1. Systematically reconstructing the knowledge paradigm through an interdisciplinary theoretical path

Interdisciplinary integration cannot stop at conceptual collage but should pursue the intrinsic coherence of theoretical logic. An attempt can be made to construct a four-dimensional analytical framework of “institution-industry-culture-technology.”

First, research from the institutional dimension (International Relations/Political Science): Focus on the mechanism design of policy coordination, explore how multi-level governance actors (central government, local governments, industry organizations, international organizations) can form synergies.

Core questions include: How effective are policy tools such as the National Publication Fund and Classic Mutual Translation projects? How can the “top-level design” of policy and the “grassroots innovation” of industrial practice form a positive interaction?

Second, research from the industrial dimension (Publishing Studies/Economics): Focus on model innovation in industrial integration, explore how traditional publishing formats can cross-boundary integrate with digital technology, education services, cultural tourism, etc. Core questions include: How should a digital publishing platform targeting ASEAN be constructed? How can the operational models of overseas branches of publishing enterprises be optimized? Third, research from the cultural dimension (Cross-cultural Communication Studies/Anthropology): Focus on the generation mechanism of communication efficacy, explore how cultural differences can be identified, respected, and transformed. Core questions include: How can the “cultural discount” of Chinese publications in the ASEAN market be calculated and reduced? How can localization strategies strike a balance between cultural universality and local particularities?

Fourth, research from the technological dimension (Communication Technology Studies/Information Science): Focus on the empowering effects of intelligent technologies, explore how AI, big data, VR/AR, etc., can reshape international publishing communication. Core questions include: Can multilingual intelligent translation effectively reduce language barriers? How can algorithmic recommendations achieve precision in cross-cultural communication?

6.2. Breaking through the communication “black box” through systematic construction of micro-mechanisms

First, macro-data (e.g., copyright trade statistics) can reveal the “what” of communication activities but struggle to uncover the “why” and “how.” Future research should strengthen qualitative research based on fieldwork, in-depth interviews, and audience analysis to open the “black box” of the communication process. Second, penetrating into the international editorial departments of publishing institutions in Guangxi and elsewhere, observing specific practices such as content planning, content adaptation, and copyright negotiations, to reveal the operational logic and tacit knowledge of localization strategies. Third, tracking the channels through which Chinese publications enter the ASEAN market—whether through international book fairs, copyright agencies, digital platforms, or Chinese bookstores. What are the effectiveness differences and adaptation logic of different channels? Fourth, going deep into diverse reader groups in ASEAN countries (including different audience types such as children, students, teachers, and scholars), using in-depth interviews and focus groups to reveal how Chinese publications are understood, accepted, or rejected, and how cultural identity is generated or dissolved during the reading process.

6.3. Prudent consideration of technological empowerment and ethical issues

First, while actively embracing AI empowerment, future research must maintain a critical theoretical awareness, focusing on the potential ethical risks brought by technological applications. Second, regarding algorithmic bias and cultural diversity: Could intelligent recommendation algorithms targeting the ASEAN market reinforce stereotypes or neglect cultural diversity? How can it be ensured that algorithmic logic serves cultural exchange rather than commercial harvesting? This is a key issue worthy of long-term attention. Third, concerning data sovereignty and digital governance: China-ASEAN digital publishing cooperation involves significant cross-border data flow. How should data sovereignty be defined and protected? How should regional digital governance mechanisms be constructed? Fourth, regarding the role of editors in the AIGC era: After AIGC intervention, what should the role of editors be re-positioned as? How can human cultural judgment and value gate-keeping collaborate with technology?

In summary, the knowledge map presented in this paper profoundly reveals the evolutionary logic of research on China-ASEAN publishing exchanges under the guidance of the Community with a Shared Future for Mankind concept: from experience-based research responding to policy, to disciplinary research constructing the field, to paradigmatic research achieving systematic coupling—each transition signifies a deep restructuring of research questions, theoretical resources, and explanatory frameworks. The core driving force of this evolution is the deep internalization of the “Community with a Shared Future for Mankind” concept from political discourse into academic discourse and practical logic. When researchers inquire about “communication efficacy,” they are essentially asking: How can publishing activities seek commonality amidst difference, generate identity through exchange, and construct a sense of shared destiny through cooperation? This questioning has transcended the traditional scope of “publishing studies” and entered the new realm of value co-

creation—China and ASEAN, through publishing exchanges, do not merely disseminate knowledge but jointly produce new knowledge about regional symbiosis, mutual learning among civilizations, and the shared future of humanity.

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