

RESEARCH TRENDS IN MANAGEMENT OF CULTURAL AND CREATIVE INDUSTRIES IN THE IBERO-AMERICAN NETWORK

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Abstract

Although cultural and creative industries are considered as drivers of social and economic progress, they have received little attention from a managerial perspective in the Ibero-American context. To develop more in-depth knowledge of this topic, we conducted a bibliometric analysis of cultural and creative industries management in Ibero-American countries, using the Scopus database and VOSviewer and Bibliometrix R tools. The findings show that, despite general growing interest in recent years, exploration of the Ibero-American network is still in the early stages. The results also shed light on the complex, multifaceted relationship between cultural and creative industries management and innovation. Finally, sustainability and digitization were identified as the most prominent research trends.

Keywords: Collaboration; Creative industry; Cultural industry; Digitization; Innovation; Management

Introduction

Cultural and creative industries (CCIs) are industries that exploit the boundless resources of creativity and culture (Howkins, 2001; UNESCO, 2006), enabling their effective commodification and commercialization (Oliinyk, 2020). CCIs can become prominent factors in economic development due to their positive multilevel impact on wealth creation and social welfare, as well as their influence on cohesion, excellence, diversity, and innovation (Bandarin et al., 2011; Boix-Domènech & Rausell-Köster, 2018; Sánchez Balaguer et al., 2018).

CCIs have been recognized as drivers of innovation and economic development in cities and even nations (Oakley, 2006). Numerous countries and international organizations are increasing attention to CCIs due to their strategic importance to sustainable development (Bandarin et al., 2011; Yang & Cerneviciute, 2017). CCI analysis, planning and support policies, programs, and other initiatives are thus being leveraged from both the private and the public sector.

Technological advances in recent decades have made CCI development possible (Abbasi et al., 2017). Digital transformation, the rise of new business models, and new technologies have drastically changed the way audiovisual content is produced, blurring the boundaries between national audiovisual consumer markets (Cunningham, 2001). Exponential growth of digital content has triggered diversification and expansion of the production of audiovisual content, from animation and videogames to eSports, to name a few.

CCIs—also termed the creative economy or *economía naranja* (Buitrago Restrepo & Duque Márquez, 2013)—are thus some of the fastest-growing industries. According to the UNESCO report *Cultural Times* (2015), CCIs already generate more than \$2.25 trillion in revenue annually—a figure larger than the economies of Canada, Brazil, and Italy combined—and employ nearly 30 million people worldwide.

Our study applies bibliometric methodology to broaden analysis of scholarly production on CCI management in Ibero-American countries by pursuing three research questions.

First, although multiple studies (Lazzeretti et al., 2018; Valencia et al., 2019) examine CCI research, the knowledge and guidance available on this tremendously important topic (Sassi et al., 2017) are scarce and require more exploration, especially on management of CCIs. Cultural and creative firms face challenging situations. They must manage their strategy to sustain continuity, adjust to changing customer demands, and endure in a dynamic ecosystem (Liu, 2018). To develop new and valuable management research, we must first understand the field's stage of maturity and the degree of standardization of its research framework (in this case, of CCI management). To clarify these preliminary issues, Research Question 1 seeks to determine the cognitive structure of the field:

RQ 1: What is the structure of scholarly knowledge on Ibero-American CCI management?

Second, previous studies of CCI examined Ibero-American scholarly production by country (da Silva

& Valiati, 2019, 2019; García-Perdomo & Magaña, 2020), clarifying the specific characteristics of each region. There are, however, no studies of integrative geographic scope to analyze the networking dynamics between countries, universities, and researchers. Research Question 2 is therefore:

RQ 2: How intensively do researchers explore the Ibero-American network in CCI management research?

Finally, to identify what topics have attracted the most scholarly attention in recent years and determine current research gaps in Ibero-American CCI management, we formulate Research Question 3:

RQ 3: What are currently the most salient topics in CCI management?

The article is structured as follows. The next section describes the research methodology. Section 3 analyzes the bibliometric results. Section 4 concludes the study by discussing the answers to the proposed research questions, limitations, and directions for future research.

Methodology

The bibliometric method of analysis is used to measure research studies' performance and to map the dynamics and structure of a specific research field by applying basic and advanced statistical techniques to data obtained from prior publications (Cobo et al., 2011; Koseoglu et al., 2016).

In this study, data from the Scopus database was used. The choice of Scopus as data source is motivated by its widespread and comprehensive repository of the world's research output across a wide range of academic disciplines. Nevertheless, to improve the robustness and accuracy of the data, the results have been compared with the output of a similar search from the WoS database, which is another multidisciplinary data source broadly used worldwide for research output tracking. After performing the comparison, it has been observed that both offered similar results for the most ranked publications while Scopus retrieved more documents in languages other than English. The bibliometric analysis itself was performed using VOSviewer and Bibliometrix R software.

The search criteria included words referring to CCIs and management in Spanish and Portuguese (two of the official languages of Ibero-America) and in English (the international language of research). The country affiliation filter was used to identify the contributions of Ibero-American origin by listing all Ibero-American countries in the search criteria.

String words could appear in the articles' title, abstract, or keywords. The Boolean operators "OR" and "AND," as well as the wildcard "*", were used to adjust the search criteria precisely to the study's needs. "AND" retrieved results containing both listed terms and "OR" records containing any of the listed terms. Finally, "*" identified all possible results with zero or more characters in its place. The search criteria also specified document type as article to obtain more accurate results for analysis. The time

frame was defined as all records up to March 24, 2021, the date on which the search was conducted and the data collected.

Table 1 summarizes the search criteria applied.

Table 1. Search criteria

("creativ* industr*" OR "cultural industr*") AND (management OR gestion OR gestão) AND (LIMIT-TO (AFFILCOUNTRY , "Spain") OR LIMIT-TO (AFFILCOUNTRY , "Brazil") OR LIMIT-TO (AFFILCOUNTRY , "Mexico") OR LIMIT-TO (AFFILCOUNTRY , "Colombia") OR LIMIT-TO (AFFILCOUNTRY , "Chile") OR LIMIT-TO (AFFILCOUNTRY , "Argentina") OR LIMIT-TO (AFFILCOUNTRY , "Peru") OR LIMIT-TO (AFFILCOUNTRY , "Venezuela") OR LIMIT-TO (AFFILCOUNTRY , "Trinidad and Tobago") OR LIMIT-TO (AFFILCOUNTRY , "Costa Rica") OR LIMIT-TO (AFFILCOUNTRY , "Bolivia") OR LIMIT-TO (AFFILCOUNTRY , "Cuba") OR LIMIT-TO (AFFILCOUNTRY , "Puerto Rico") OR LIMIT-TO (AFFILCOUNTRY , "Dominican Republic") OR LIMIT-TO (AFFILCOUNTRY , "Honduras") OR LIMIT-TO (AFFILCOUNTRY , "Panama") OR LIMIT-TO (AFFILCOUNTRY , "Andorra") OR LIMIT-TO (AFFILCOUNTRY , "Antigua and Barbuda") OR LIMIT-TO (AFFILCOUNTRY , "Bahamas") OR LIMIT-TO (AFFILCOUNTRY , "Guadeloupe") OR LIMIT-TO (AFFILCOUNTRY , "Paraguay")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "SOCI"))

Database: Scopus

Results: 708 articles

The following information was downloaded and stored for each document identified: article title, type, authors, authors' institutional affiliations, keywords, abstract, number of citations, journal name, publication year, and cited references.

The data were analyzed using both VOSviewer (van Eck & Waltman, 2010) and Bibliometrix R tools. VOSviewer software creates network maps based on grid data obtained from databases. Bibliometrix R is a widely used open-source tool for quantitative research in scientometrics and bibliometrics. The Bibliometrix analysis used the Biblioshiny interface, which permits more detailed visualization and exploration of the scholarly publications, journals, authors, citations, countries, and keywords.

Bibliometric analysis of CCI management research

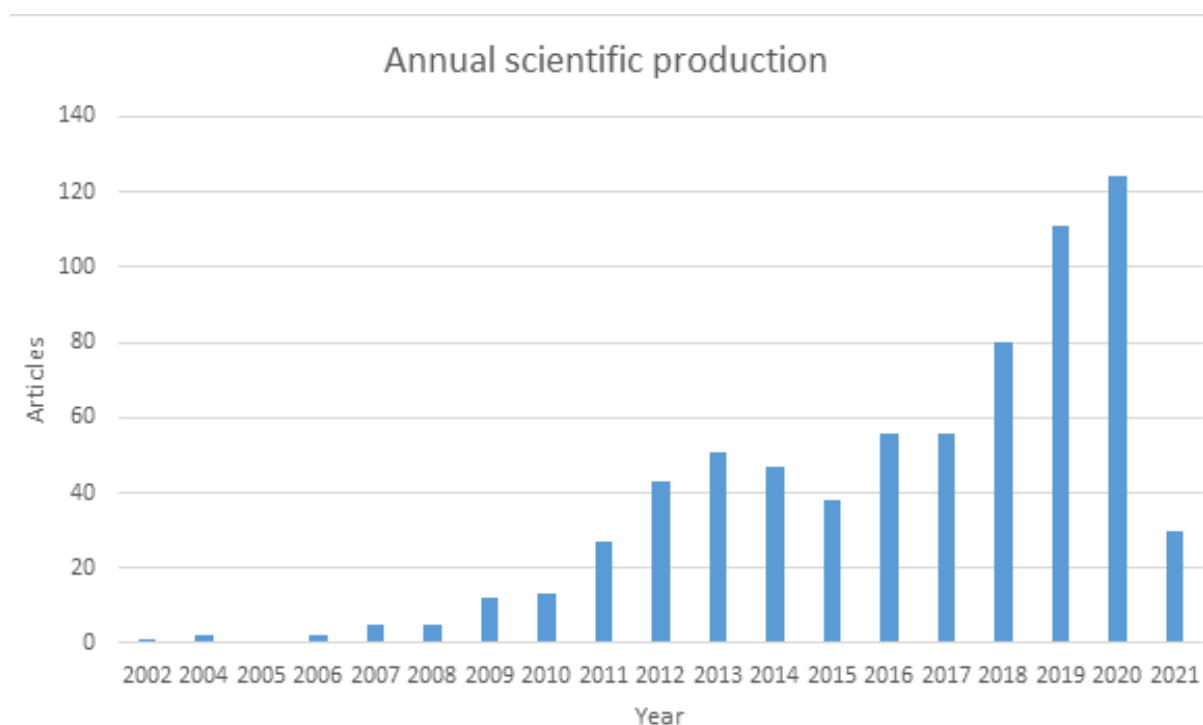
A total of 708 full records was retrieved using the search criteria defined and the data obtained were reviewed rigorously. During the reviews process, 19 organizational and cross-cultural studies have been identified and excluded from research to ensure the most reliable graphs and conclusions. Therefore, the final number of articles for analysis was 689.

The time span for the scholarly production retrieved was 01.2002 to 03.2021. This period showed an estimated average yearly growth rate of 23%, with very few studies published from 2002 to 2010. The

record of annual scholarly production shows growing attention to the topic from 2011 onwards, peaking in 2020 with 124 papers. The abrupt decrease in 2021 is due to the fact that this study only includes the first month of 2021 scholarly production.

The dynamic of article production suggests that the field's goal is young. Although the trend is positive, the field still has relatively few articles, indicating room for new research contributions.

Figure 1. Annual scholarly production



Citation analysis of scholarly production on CCI management

Author citations are used to measure documents' influence because authors cite articles they consider important for their own work. According to Zupic and Cater (2015), the main advantage of this method is that it enables rapid identification of the most important contributions in the field, although the measure is biased toward older publications, as newer publications have had less time to be cited. Author citation is also important because the most published authors have a strong impact on research themes. Identifying these authors thus helps us to understand how past and future research have developed (Cuccurullo et al., 2016).

Tables 2 and 3 present the most cited articles and the most influential authors, using H-Index criteria to measure influence.

Table 2. Most globally cited documents. Top 20.

Paper	Total Citations	TC per Year
Svejenova S, 2007, <i>Journal of Organizational Behavior</i>	160	11
Lazzeretti L, 2008, <i>Industry and Innovation</i>	159	11
Yigitcanlar T, 2018, <i>Cities</i>	123	31
Gil-Garcia Jr, 2015, <i>Information Polity</i>	118	17
Chaston I, 2012, <i>British Journal of Management</i>	103	10
Turr A, 2014, <i>Technological Forecasting and Social Change</i>	79	10
Noguera M, 2013, <i>International Entrepreneurship and Management Journal</i>	79	9
Lara Ap, 2016, <i>Journal of Open Innovation: Technology, Market and Complexity</i>	72	12
Bustinza Of, 2013, <i>Supply Chain Management</i>	69	8
Capdevila I, 2015, <i>Journal of Strategy and Management</i>	67	10
Mndez-Picazo Mt, 2012, <i>Entrepreneurship and Regional Development</i>	59	6
Akehurst G, 2012, <i>The Service Industries Journal</i>	59	6
Camelo-Ordaz C, 2012, <i>International Small Business Journal</i>	58	6
Macke J, 2018, <i>Journal of Cleaner Production</i>	57	14
Plaza B, 2009, <i>European Planning Studies</i>	55	4
Rius Ulldemolins J, 2014, <i>Urban Studies</i>	54	7
Martinez-Perez, 2016, <i>International Journal of Contemporary Hospitality Management</i>	51	9
Chang DI, 2018, <i>Journal of Open Innovation: Technology, Market, and Complexity</i>	46	12
Chaston I, 2008, <i>Management Decision</i>	45	3
Guzmn-Alfonso C, 2012, <i>Journal of Organizational Change Management</i>	44	4

Note: TC per Year – Total Citations per Year

Table 3. Top 20 authors by H-index

Author	H-index	Total citations	Number of publications	PY_start
Yigitcanlar T	5	280	6	2016
Plaza B	4	90	5	2009
Quero MJ	4	43	5	2014
Urbano D	4	193	5	2009
Ventura R	4	43	5	2014
Boix R	4	224	4	2008
Svejenova S	3	195	15	2004
Simon JP	3	21	7	2014
Bendassolli PF	3	25	6	2009
Bustinza OF	3	96	5	2013
Camarero C	3	40	5	2012
Da Costa EM	3	241	3	2016
Dias	3	11	5	2020

Patuleia M	3	11	5	2020
Elche D	3	77	4	2011
Parry G	3	36	4	2014
Arjoon S	3	93	3	2017
Ioppolo G	3	161	3	2018
Islam G	3	38	3	2016
Javed B	3	93	3	2017

Note: H-index – H-Index indicates the number of papers with citation number $\geq h$ (Hirsch, 2005)

PY_start – Starting publication year

The most cited articles are Svejenova et al. (2007) and Lazzeretti et al. (2008), with 160 and 159 citations respectively. That only 5 of the 689 articles achieved more than 100 citations reveals a lack of seminal work in this field.

Analysis of the most influential authors shows even distribution of impact. The most prominent author is T. Yigitcanlar, with an H-Index of 5, followed by a wide range of authors with H-Indexes of 4 and 3.

The results indicate a lack of strong foundations that could outline the research field of CCI management.

The journal analysis was based on the latest H-Index (Table 4) and calculated by ranking publications by number of citations received in descending order and listing them to determine the point at which the ranking number matched the number of citations received.

Table 4. Journal ranking by H-index

Source	H-index	Total citations	Number of publications	PY_start
<i>International Entrepreneurship and Management Journal</i>	10	238	14	2012
<i>Service Industries Journal</i>	8	248	18	2012
<i>European Planning Studies</i>	7	170	10	2009
<i>Technological Forecasting and Social Change</i>	6	168	11	2014
<i>Journal of Business Research</i>	5	148	12	2013
<i>Sustainability (Switzerland)</i>	4	91	35	2017
<i>International Journal of Cultural Policy</i>	4	71	10	2012
<i>International Journal of Arts Management</i>	4	32	7	2013
<i>Journal of Organizational Change Management</i>	4	90	6	2012
<i>Service Business</i>	4	87	5	2012
<i>Tourism Management</i>	4	74	5	2017
<i>Entrepreneurship and Regional Development</i>	4	92	4	2012
<i>Industry and Innovation</i>	4	204	4	2008

<i>Profesional de la Información</i>	3	23	10	2013
<i>Creative Industries Journal</i>	3	13	8	2016
<i>Revista de Administração Mackenzie</i>	3	17	8	2009
<i>Estudios sobre el Mensaje Periodístico</i>	3	23	7	2013
<i>RAE Revista de Administração de Empresas</i>	3	33	7	2007
<i>Cities</i>	3	170	4	2016
<i>City, Culture and Society</i>	3	35	3	2017

Note: PY_start – Starting publication year

The journals with the highest impact on scholarship are *International Entrepreneurship and Management Journal*, *Service Industries Journal*, and *European Planning Studies*, with H-Indexes of 10, 8 and 7, respectively. The highest-impact journals are thus multidisciplinary, not sector based, but this characterization changes partially for journals with lower impact. Such thematic variety indicates that studies cover a wide selection of subjects and signals the rich variety of perspectives in the field.

Table 5 presents the most influential authors, grouped by location and ranked by number of citations for analysis by country of origin. Spain is the most influential country, with almost five times the citations of the second-ranked country, the Netherlands. The Netherlands is also the country with the oldest research in the field and the papers most cited in current research. Next in the ranking are Brazil, Australia, the USA, and the United Kingdom, all with relevant contributions. Not all belong geographically to Ibero-America.

Table 5. Most cited countries. Top 20.

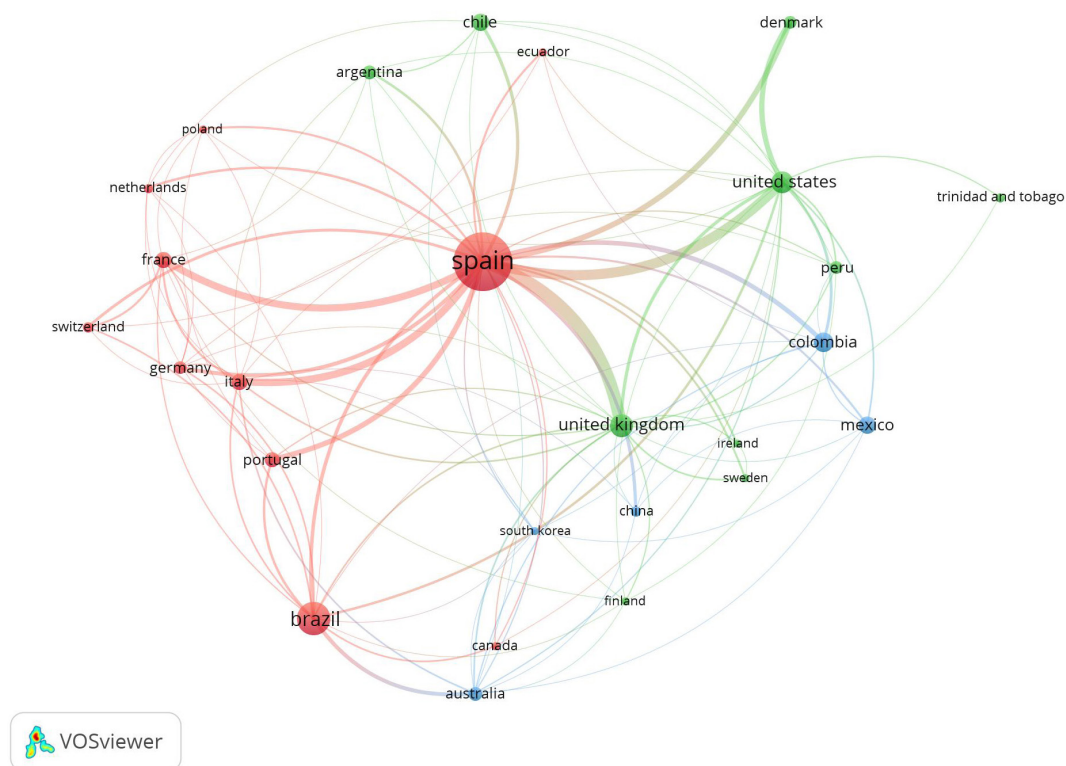
Country	Total Citations	Average Article Citations
Spain	2947	8.80
Brazil	349	3.97
Australia	286	35.75
USA	256	11.13
United Kingdom	207	9.86
Peru	167	20.88
Italy	164	32.80
Canada	148	74.00
Switzerland	87	17.40
Colombia	71	3.55
New Zealand	68	34.00
Chile	60	3.75
Pakistan	58	29.00
France	51	10.20
Portugal	39	5.57
Argentina	34	3.40

Belarus	32	32.00
China	29	5.80
Mexico	29	2.64
Trinidad and Tobago	19	9.50

We constructed an international co-authorship network (Figure 2) to analyze the structure of collaboration between countries. As we can expect from Table 5, Spain leads in generating connections, with Brazil as the second most cooperation-intensive node in the network. Other Ibero-American countries that approach research collaboratively are Colombia, Chile, Mexico, Argentina, Portugal, and Peru. Co-authors from the USA, several European countries, Australia, and South Korea also participated in the studies.

The top 3 languages in which the articles were published are English, Spanish, and Portuguese with 551, 111, and 43 publications, respectively. Most articles written in languages other than English have titles and abstracts in English, and only a fraction of articles provide no information in English. The significant quantity of literature in English reveals the research community's effort to publish in internationally recognized and high-impact journals. Publication in English also reduces the potential language barrier in collaborations between Ibero-American and non-Ibero-American researchers.

Figure 2. Co-authorship countries



Analysis of affiliations and funding sponsors

Analysis of the contributions by first author affiliation (Table 6) provides deeper understanding of

the field's knowledge structure. The University of Valencia leads in contributions, with a total of 80 articles, followed by the University of Seville with 34 and the Polytechnic University of Valencia with 20. Other Spanish universities that rank in the top 20 are located in Barcelona, Madrid, Ciudad Real, Alicante, Valladolid, and Bilbao. Non-Spanish universities with significant numbers of contributions include Copenhagen Business School with 15 articles, Boston College with 12, and the Federal University of Santa Catalina, with 8.

Table 6. First author affiliation. Top 20.

Affiliations	Articles
University of Valencia	80
Universidad de Sevilla	34
Universitat Politècnica de València	20
Copenhagen Business School	15
Universidad Computense de Madrid	15
Boston College	12
ESADE Business School	12
University of Granada	12
Universitat Autònoma de Barcelona	11
University of Barcelona	11
University of Castilla-La Mancha	11
Universidad Pablo de Olavide	9
University of Alicante	9
University of Valladolid	9
Federal University of Santa Catalina	8
Universitat Oberta de Catalunya	8
University of the Basque Country	8
ESIC Business and Marketing School	7
Universidad de Granada	7
Universidad de Navarra	7

Our bibliometric analysis also grouped articles by funding sponsor (Table 7) to determine where CCI research is funded and what types of organizations provide financial support for studies in the field. Support for CCI is relatively low. The highest contributors to date are Spanish Ministries, including the Ministry of Science and Innovation and the Ministry of Economics and Competitiveness, which together have provided funding for 29 articles. Several articles have been funded by European programs such as the European Regional Development Fund, Horizon 2020, and direct funding from the European Commission. The Ministries of Science, Technology, and Innovation in Brazil and Argentina have also subsidized research.

Table 7. Publications by funding sponsor

Funding sponsor	Documents
Ministerio de Ciencia e Innovación (Spain)	11
Ministerio de Economía y Competitividad (Spain)	11
European Commission	9
Conselho Nacional de Desenvolvimento Científico e Tecnológico (Brazil)	7
Ministerio de Ciencia, Innovación y Universidades (Spain)	7
Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (Brazil)	6
European Regional Development Fund	6
Universitat Politècnica de València	5
Consejo Nacional de Investigaciones Científicas y Técnicas (Argentina)	4
Horizon 2020 Framework Programme	4

Keyword analysis of topical trends in CCI management research

Keyword co-occurrence analysis detects topical trends in the field and relationships between them. Our study used VOSviewer software for this analysis. We established 7 as the minimum number of keyword occurrences in the articles selected and retrieved 58 keywords that met this threshold. For each keyword, the strength of the co-occurrence links with other keywords was determined using the association layout technique, modularity clustering normalization technique (Newman, 2004; Noack, 2007, 2009), and full counting algorithm available in the software. Limiting the minimum number of keywords per cluster to 5 produced a network output (Figure 3) composed of 58 nodes corresponding to 5 clusters. Each cluster was labelled according to the topics researched. The keywords for each keyword (listed in Table 8) were then analyzed. Finally, Figure 4 outlines the evolution of keyword co-occurrence over time, which was also subsequently analyzed. This temporal perspective shows the novelty of key topics by presenting the most recent topics in vivid red and topics significant in recent years in yellow. Such visualization facilitates detection of trends and future research lines.

Thematic clusters

The largest cluster in the network has 17 nodes and encompasses topics related to innovation and creativity. Innovation plays a central role in the networks, as indicated by its intense and complex relationship within the cluster and with other clusters.

In the first cluster, creativity emerges as one of the main resources for innovation. Creativity studies have focused on Internet, media, brand equity, marketing, and design. Studies from the managerial perspective have paid special attention to leadership, performance, and knowledge. This cluster also includes the topics cultural tourism, social capital, and gender.

The second cluster, with 16 nodes, was generated across CCIs. The creative industry contributes

to innovation by promoting technological development in other economic sectors and by increasing general market demand on technology. This contribution is especially strong in the case of information and communication technology, which is developed by creative industry companies. The financial topics studied in this cluster include crowdfunding and co-creation. Creative industries are exploring crowdfunding and other types of microfinancing as alternatives to traditional funding methods. These financing types appear to be succeeding for CCIIs because they get the community more involved while sharing the weighted risks and financial burden. Communities that contribute financial resources thus become more involved in the cultural network and become part of value co-creation. Another dominant topic in this cluster is sustainability, which is also related to regional and economic development.

The third cluster, with 10 nodes, treats entrepreneurship. Since entrepreneurial activity involves attempting something that has not been done before, innovation is intensively related to the cluster as a tool for entrepreneurship. The service sector and tourism also form part of this cluster and emerge as the areas in which entrepreneurship is especially relevant. Other topics include competitiveness and economic growth, also revealing the strategic importance of entrepreneurship. Europe has paid special attention to this cluster.

The fourth cluster, composed of 10 nodes, is intensely local, based in Catalonia and especially Barcelona. Articles in this cluster examine the planning and policy of cultural industries in an urban environment and are least related to innovation.

The last cluster, with only 5 nodes, focuses on Spain, business models, and digitization. This cluster overlaps with the entrepreneurship cluster and is closely related to innovation.

Figure 3. Keyword co-occurrence. Clustering.

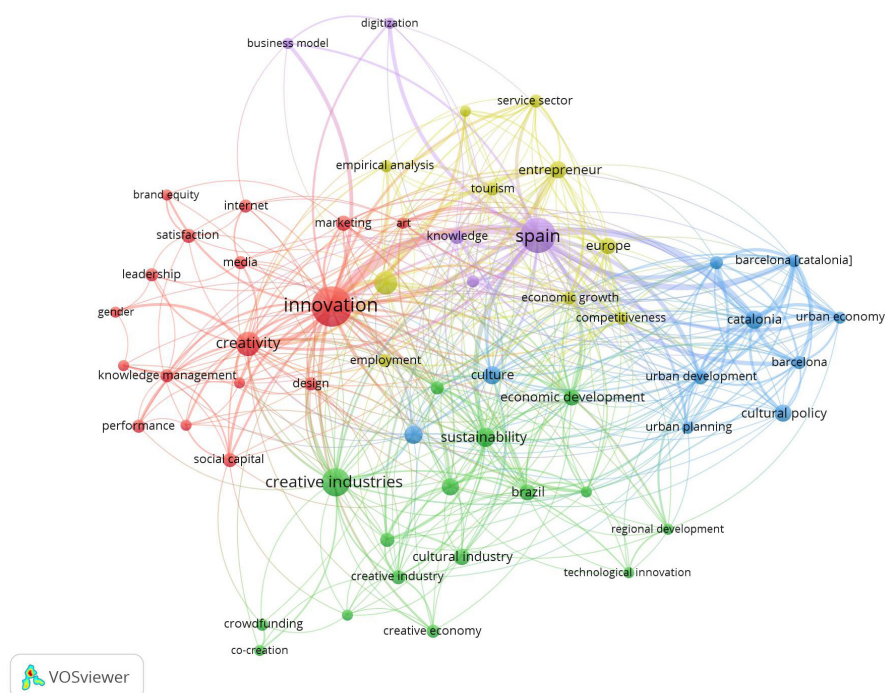


Table 8. Thematic clusters and keywords related to research

Cluster 1: Innovation	Cluster 2: Creative industries	Cluster 3: Entrepreneurship	Cluster 4: Cultural industries in urban environment	Cluster 5: Spanish business model
art	brazil	competitiveness	barcelona and barcelona	business model
brand equity	co-creation	economic growth	(catalonia)	cultural economy
creativity	creative economy	empirical analysis	catalonia	digitization
cultural tourism	creative industries	employment	cultural industries	knowledge
design	creative industry	entrepreneur	cultural policy	spain
gender	crowdfunding	entrepreneurship	culture	
innovation	cultural heritage	europe	urban development	
internet	cultural industry	industrial performance	urban economy	
knowledge	decision making	service sector	urban planning	
management	economic development	tourism	urban policy	
leadership	regional development			
marketing	social networks			
media	sustainability			
mexico	sustainable development			
performance	technological development			
satisfaction	technological innovation			
social capital				
technology				

Temporal evolution

Two areas on the keyword co-occurrence map define the goals of current research paths. The first and most developed area spans sustainability issues related simultaneously to the creative industry, design, regional development, and technological innovation. The second most recently discussed topic is digitization, which involves the business model. Digitization research shows that the most vibrant subsectors of production are linked to digital content production and consumption and to trends involving personalized consumption.

stress the transversal, multidisciplinary character of the topic and challenge the scholarly community to develop more in-depth research subtopics to break through to a three-dimensional structure of knowledge. It is very important to establish a clear, comparable research methodology as the foundation from which to conduct research collaboratively and construct knowledge.

Secondly, the co-authorship network analysis confirmed international collaboration between researchers, both among Ibero-American countries and between Ibero-American countries and countries outside this territory. The cooperation network is, however, strongly tied to collaborations with Spanish researchers. Contributions from Spain are significantly higher than those from other countries in both total papers and total citations. The affiliation and funding analysis suggests that Spain's leadership may be explained by the wide range of Spanish universities involved in the research and by the support from public funding received in the last years. Other important nodes in the network are Brazil, the United Kingdom, and the United States. The presence of countries from outside Ibero-America is striking and contributes to the embeddedness of the Ibero-American network within the main research network. That the vast majority of articles were published in English contributes to standardization of the international format and signifies one barrier less to collaboration with other countries.

Given that prior research has examined Ibero-American countries' production separately (da Silva & Valiati, 2019, 2019; García-Perdomo & Magaña, 2020), the strength and originality of our analysis derives especially from explicit use of a sample of all Ibero-American countries. No prior studies of CCI approach this scope, which permits analysis of both individual countries' contributions and the networking dynamics between them. From this analysis, we conclude that only the part of the Ibero-American network related to Spain is actively exploiting international collaboration. The other countries show weak intensity of collaboration, both within the network and with countries from outside the network. Our research thus reveals tremendous untapped potential in Ibero-American collaboration and unexplored value in the networks created (Sánchez Balaguer et al., 2018). It is worth noting that the critical obstacles for collaboration are not language or distance but rather the lack of funding for international research—a conclusion consistent with the results obtained by Matthews et al. (2020). Information on the effects of other barriers, such as restrictions for data sharing and differences in academic standards, is, however, beyond the scope of our study. A more detailed study of barriers to international collaboration and their impact should be performed to determine how to leverage networking to better effect.

Third, our keyword analysis of the main topics in the field finds that innovation plays an especially significant role in CCI management studies. The analysis shows innovation to be a complex multifaceted topic that involves a process of connecting and combining entrepreneurship and creativity to achieve sustainable development. Keyword analysis also enabled us to identify sustainability and a digitization business model as the most prominent trends in research. These concepts appear in the most recent articles, fruit of growing interest in and awareness of sustainable business, society and the environment, and digital transformation.

Our research is consistent with previous studies that confirm the relationship of CCI to economic growth and social wellbeing (Bandarin et al., 2011; Boix-Domènech & Rausell-Köster, 2018; Sánchez Balaguer et al., 2018). This study provides a more precise understanding of why CCIs have significant impacts on both economic and social development. We find that CCIs nurture entrepreneurship and creativity intensively, triggering innovation progress and thus leveraging sustainable development. Our analysis also shows that digital transformation has given these effects a significant boost in recent years, apparently influencing the context of CCI management and helping to bring new business models to the market.

This study has two major limitations that could be addressed in future research. First, articles were selected based on the scope of the journals indexed in Scopus, limiting our search to journals that already possess an official impact factor. As it takes time for newer journals to obtain a ranking, our study does not contain data from newly launched publications. Second, the bibliometric nature of the study prevents us from analyzing methodological characteristics of the knowledge generated. Future bibliographic analysis is needed to explore the data and methodologies applied in the field.

Conclusions

Our study examined a range of scholarly articles on CCI management in Ibero-American countries using bibliometric analysis. The data obtained show generalized and growing interest in the topic during the last 5 years, attesting to scholarly interest in the discipline of CCI management and its implications for innovative, economic, and social approaches to business and society. Our research trends analysis uncovered that creativity and creative industry intensively contribute to innovation, specially by promoting technological development in other economic sectors as well as by increasing general demand on technology. Keyword analysis also revealed entrepreneurship as an important factor in research of CCI specially within tourism and services sectors. Finally, we could observe sustainability and digital transformation paradigms as the most prominent issues in current research trends.

Despite this growing interest, our results indicate that most research contributions are internal, country- or university-level, studies. Within Ibero-America the only country that shows to strongly collaborate with a wide network is Spain that keep contributing to scientific knowledge through several universities. Much thus remains to be explored in the field of potential Ibero-American network synergies. More cooperation among different research units would help knowledge to progress toward solid, universally applicable foundations to guide future research lines.

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