Mapping The Creative Economy: Trends And Analysis In Interdisciplinary Research

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Abstract:

Background: This paper maps the trends and analyses within the field of the Creative Economy (CE), an interdisciplinary domain generating economic value through creativity across varied sectors such as art, culture, design, technology, and entertainment. It employs bibliometric analysis on articles indexed in the SciVerse Scopus database, emphasizing the need to consolidate knowledge and enhance policies and business strategies that foster innovation. The Creative Economy has been increasingly recognized as crucial for sustainable economic growth and resilience in a globalized knowledge society. It is marked by its broad scope, integrating cultural, technological, and innovative outputs that are pivotal for job creation and economic diversification. The study aims to synthesize the extant literature, identify pivotal research, and elucidate emerging trends within the field

Materials and Methods: A comprehensive bibliometric analysis was conducted using the SciVerse Scopus database to collect data up to 2022. The methodology involved quantitative assessments through citation analysis, keyword co-occurrence, and social network analysis to dissect the structure and evolution of CE research. This approach highlighted influential works and prevailing research themes.

Results: The study delineated a substantial annual growth in CE-related scholarly articles, emphasizing an increased academic and policy interest. Key findings include the identification of major thematic clusters and the roles these play in shaping the discourse on CE. The analysis also pointed out the strategic implications for policymakers and business strategists aiming to leverage the creative sectors for economic development.

Conclusion: The findings underscore the strategic importance of the Creative Economy in the current economic landscape, highlighting its potential in fostering sustainable development and resilience. The bibliometric analysis not only maps the scholarly landscape but also suggests that CE is a dynamic and evolving field that requires continuous scholarly attention and strategic policy interventions to harness its full potential.

Key Word: Creative Economy; Bibliometric Analysis; Sustainable Development and Resilience.


I.   Introduction

The Creative Economy (CE) is an evolving concept that has been gaining prominence on the global stage since the early 21st century. This multidisciplinary field encompasses activities that generate economic value from creative ideas, spanning sectors such as art, culture, design, technology, entertainment, and innovation [1], [2], [3]. Indeed, the CE is increasingly regarded as a vital engine for sustainable economic growth and social development [4].

Over the past two decades, the Creative Economy (CE) has increasingly captured the attention of academics, policymakers, and practitioners worldwide. The growing significance of this field of study is underscored by the expanding body of scholarly work on the subject. Various authors have delved into the multiple dimensions of the CE, ranging from its conceptualization and measurement to its socioeconomic impacts and associated public policies [5], [6], [7].

In this context, it's crucial to analyze and synthesize the scientific literature related to the Creative Economy (CE). This work aims to: a) outline the main characteristics of production on CE; b) identify key references used in the sample articles; c) pinpoint research directions within the field using clusters; d) detect trending topics in the field.

Moreover, this review seeks to help define and solidify the field of CE studies, as well as provide insights for the development of public policies and business strategies aimed at fostering creativity and innovation as drivers of sustainable development.

The analysis of scientific production on CE is important for several reasons. Firstly, CE has been recognized as a key sector for diversifying and enhancing the resilience of economies in the context of globalization and the transition to a knowledge and information society [4]. The increasing demand for creative
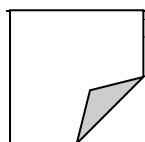
goods and services and the rapid growth of creative industries worldwide are generating jobs, income, and business opportunities, while also promoting cultural diversity and social well-being [8], [9], [10], [11].

Secondly, CE presents a range of theoretical and methodological challenges that call for innovative and interdisciplinary approaches to understand its dynamics and processes. The definition and measurement of CE, for example, have been subjects of intense debate among scholars who seek to establish appropriate criteria and indicators for characterizing and quantifying creative sectors and their contributions to development [12], [13], [14], [15].

Thirdly, CE has significant practical implications for formulating public policies and business strategies. The growing awareness of the importance of creativity and innovation for economic competitiveness and sustainability is leading governments and organizations to implement policies and programs aimed at promoting and supporting creative industries [3], [16], [17], [18]. In turn, companies are integrating creativity and innovation into their business models and management processes to adapt and thrive in the dynamic and complex global economy [19], [20], [21], [22], [23], [24].

Therefore, analyzing the scientific literature on CE can provide valuable insights for building a robust and coherent theoretical framework that guides and informs practice in this field. By identifying the main schools of thought and predominant research themes in the literature on CE, it is possible to detect patterns, convergences, and divergences that can indicate areas of consensus and controversy, as well as gaps and opportunities for advancing knowledge.

Given the interdisciplinary and multifaceted nature of CE, it is important to consider a wide range of sources and perspectives in analyzing the scientific literature on the subject. To this end, the present study adopts an integrative and comprehensive approach, involving the selection, categorization, and synthesis of scientific articles published in academic journals from various disciplines and fields of knowledge, such as economics, sociology, business, communication, design, arts, and more.

Specifically, to achieve the set objectives, a bibliometric analysis was applied to the scientific production on CE indexed in SciVerse Scopus, an Elsevier database.

In summary, this research aims to contribute to the consolidation and advancement of the CE study field by analyzing and synthesizing the scientific literature on the topic in search of trends, gaps, and future challenges. Through this analysis, it is hoped to provide insights for the development of public policies and business strategies that promote creativity and innovation as drivers of sustainable development, as well as to stimulate new research and approaches that enrich and expand knowledge about the CE.

II. Literature Review

The Creative Economy (CE) has attracted increasing interest in recent years, with numerous studies and research focusing on its role in economic, social, and cultural development. The concept of CE was introduced by Howkins [25], who highlighted the importance of intellectual capital and innovation in economic growth. Howkins emphasized the need to explore the potential of creative industries and their contribution to the global economy. Later, Florida [7] drew attention to the "creative class," a segment of the population that drives innovation and economic growth, significantly impacting the prosperity of cities and regions.

Creative industries are characterized by their symbolic and expressive content, and their ability to generate economic value from creativity and knowledge [4], [11]. Hesmondhalgh [26] discussed the importance of culture and creative practices in the creation of goods and services, underscoring the need to understand CE as a complex and multifaceted phenomenon.

The relationship between CE and development has also been a subject of study. Landry and Bianchini [18] explored the role of cities and culture in economic development, while Scott [27] investigated the relationship between creative industries and urban agglomeration. Additionally, Bakhshi et al. [5] analyzed the role of public investment in promoting the growth of creative industries.

Another line of study related to CE focuses on the role of education and skills. Bridgstock (2015) discussed the importance of higher education in training creative and adaptable professionals capable of meeting the challenges and opportunities of the labor market, a theme echoed in other works [28], [29], [30].

Globalization and technology also play a significant role in CE. Romdonny and Maulany [31] analyzed the role of social networks and the internet in the promotion and distribution of creative goods and services, while [32], [33], [34] addressed the relevance of copyright and intellectual property protection in the context of the global CE.
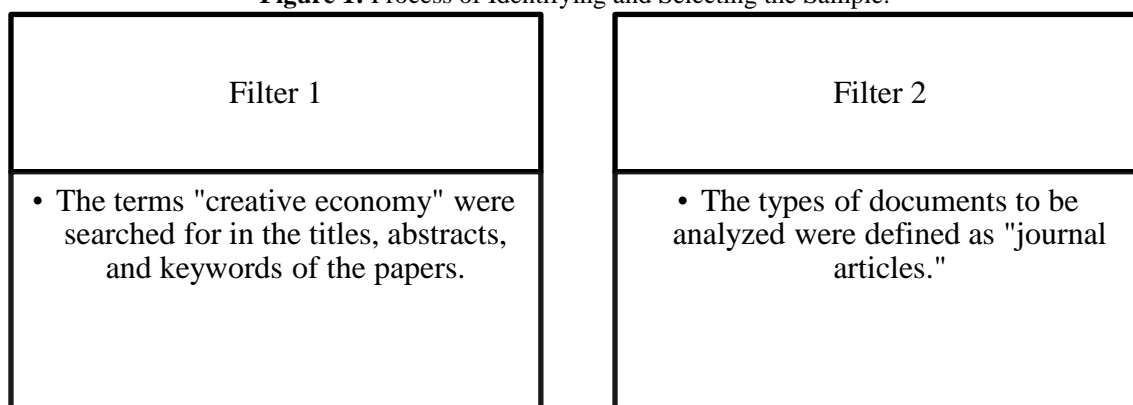
In summary, the CE has been studied from various perspectives, addressing issues such as the role of creative industries in economic development, the relationship between creativity and innovation, the impact of globalization and technology, and the importance of education and skills. The literature review presented here offers an overview of the major works and debates in the field, providing a solid foundation for future research and analysis.
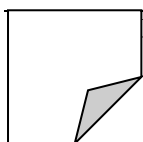
III. Material And Methods

The SciVerse Scopus platform, provided by Elsevier B.V., was used as the data source for this study. This database was chosen due to its wide acceptance in the academic community and its features, which allow for simultaneous searches across multiple high-quality scientific sources. Two initial filters were applied to select our sample, now referred to as the bibliographic portfolio. Figure 1 provides a schematic of what was done.

Figure 1: Process of Identifying and Selecting the Sample.

Filter 1	Filter 2
• The terms "creative economy" were searched for in the titles, abstracts, and keywords of the papers.	• The types of documents to be analyzed were defined as "journal articles."

In addition to the initial filters, the selection criteria were set to include articles published up to the end of 2022, excluding those in the "in press" stage. The data were downloaded in CSV format, and to operationalize the objectives raised, the analysis tools available in the Bibliometrix package on RStudio were used. As described by its creators, the R Bibliometrix package is a quantitative tool for analyzing metadata from scientific texts [35].

The method chosen for data operationalization was bibliometric analysis, a quantitative technique used to evaluate scientific production in a specific area of knowledge. It has been widely used across various fields such as health, social sciences, business, economics, technology, and others, with the goal of identifying patterns, trends, and gaps in scientific output [36], [37].

Common bibliometric analysis techniques include citation analysis, co-occurrence analysis of keywords, and social network analysis. For example, citation analysis allows for the assessment of the influence of scientific works in a specific field, as the most cited works tend to be the most influential [37].

Moreover, bibliometric analysis can be used to evaluate the visibility of an institution or country in a particular area of knowledge. According to Vieira et al. [37], this methodology can assist in making decisions about research investments and in assessing the quality of scientific output.

To achieve the proposed objectives, a co-occurrence network analysis was utilized. This involves a graphical analysis to visualize relationships between different elements within a set of documents. Specifically, a co-occurrence network was applied to the keywords of the articles in the sample.

A co-occurrence network is a visual and analytical representation of how different topics, keywords, or concepts are related to each other within a specific dataset. Essentially, it maps the connections between various nodes (representing topics or keywords) based on their co-occurrence, i.e., the extent to which they appear together in a text or set of texts [38], [39], [40].

In co-occurrence analysis, centrality metrics such as betweenness, closeness, and PageRank play a crucial role in identifying the most influential or central nodes. According to Freeman [41], betweenness centrality measures a node's influence in terms of controlling the flow of information through the network. Nodes with high betweenness centrality have the potential to act as bridges within the network. Closeness centrality, on the other hand, measures how close a node is to all other nodes in the network. Nodes with high closeness centrality can efficiently disseminate information across the network [41]. Lastly, PageRank is a type of centrality measure indicating that nodes with high scores are considered more important or influential within the network.

Additionally, the Trending Topics tool from the Bibliometrix package was employed. This feature is useful for helping users identify research trends within a specific field of study. It enables researchers to determine which topics are gaining popularity, which are declining, and which remain consistently popular over time. This can be helpful when deciding on new research areas or trying to understand the broader context of a study field. It is important to note that this tool is purely quantitative; it does not judge the quality of the research contributing to a topic trend, nor can it accurately predict future research trends.

In summary, bibliometric analysis has proven to be a valuable tool for assessing scientific production across different knowledge areas. Through the use of quantitative techniques, it is possible to identify trends, patterns, and gaps in scientific output, which can assist in making decisions about research investments and evaluating the quality of scientific production in various contexts.

IV. Result

In Table 1, the descriptive data of the collected sample are presented.

Table 1: Sample Description.

Description	Results
Analysis Period	2002 to 2022
Number of Journals	496
Number of Documents	871
Annual Growth Rate	21.42%
Average Age of Documents	6.23 years
Number of References	34,291
Number of Keywords	2,393
Number of Authors	1,591
Coauthors per Document	2.16
Rate of International Coauthors	8.73%

Based on the results presented, it's possible to glean some important insights about the scientific production related to the Creative Economy (CE) indexed in SciVerse Scopus from 2002 to 2022.

An annual growth rate of 21.42% highlights the increasing recognition of the field's importance within the academic community. This could be related to a growing awareness of the CE's contributions to socioeconomic development, job creation, and innovation. Governments and international organizations have started to view the CE as a strategic area, which has driven the demand for research in this field [7], [8], [10, p. 2023], [23], [27], [42], [43].

In summary, the significant growth in scientific output in the CE field could be attributed to several factors, such as the recognition of the topic's importance, the interdisciplinarity of the field, the development of public policies and business strategies, the formation of collaborative networks, and access to funding and resources.

Regarding the volume of publications, a total of 871 documents were identified over the analyzed period, with an average age of 6.23 years, suggesting that most of the research in the field is relatively recent.

The sample features 2,393 keywords and 34,291 references, demonstrating the diversity of topics and approaches in the literature on the Creative Economy. The research involved 1,591 different authors, with an average of 2.16 coauthors per document and an international coauthor rate of 8.73%. This suggests a moderate level of collaboration among researchers and the presence of a global academic network.

Next, Graph 1 displays the annual evolution of scientific research on the Creative Economy as indexed in Scopus.

Graph 1: Annual Evolution of Scientific Research on the Creative Economy.
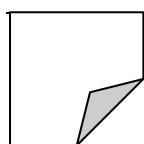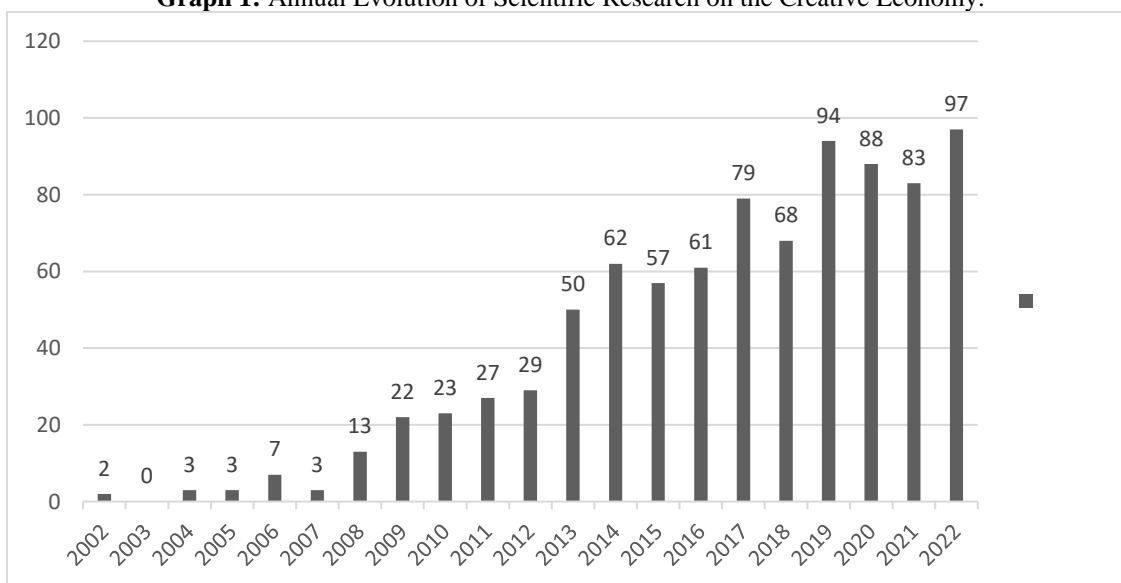
Table 2 displays the three most cited articles from our bibliographic portfolio, as indexed in the Scopus database. Perhaps due to being one of the oldest in the sample, the work by Chatterton (2005) received the most citations. This paper discusses the concepts of autonomy, self-organization, and mutual aid as responses to the prevailing modes of production in society. More details can be found in the column that presents a summary of the work in the following table.

Table 2: Top-3 Most Cited Articles from the Bibliographic Portfolio.

Ranking	Article	Total Citations
1st	Chatterton, P. (2005). Making autonomous geographies: Argentina's popular uprising and the 'Movimiento de Trabajadores Desocupados' (Unemployed Workers Movement). Geoforum, 36(5), 545-561.	68
2nd	Grasseni, C. (2014). Seeds of trust. Italy's gruppi di acquisto solidale (solidarity purchase groups). Journal of Political Ecology, 21(1), 178-192.	30
3rd	Loh, P., & Shear, B. (2015). Solidarity economy and community development: emerging cases in three Massachusetts cities. Community Development, 46(3), 244-260.	18

Chatterton's [44] article delves into the concept of autonomy in the context of Argentina's popular uprising and the Unemployed Workers Movement (MTD). The author discusses autonomy on three interconnected levels: territorial, with the emergence of networked autonomous neighborhoods; material, through the development of a solidarity economy that redefines labor; and social, where collective action and daily practices forge more autonomous and collective social forms. Chatterton describes the MTD as an expression of "militant localism" and "militant pluriversalism," attempting to manage external connections while inspiring autonomous projects elsewhere. Despite the challenges, he suggests that autonomy is realized through ongoing questioning and daily collective struggles.

The article "Seeds of Trust: Italy's Gruppi di Acquisto Solidale (Solidarity Purchase Groups)" by Cristina Grasseni focuses on the role of Solidarity Purchase Groups (GAS) in Italy's solidarity economy. These groups are part of what are often called "alternative food networks." Grasseni explores the innovative aspects of GAS in relational, political, and ecological terms, particularly their ability to create new partnerships between consumers and producers. She presents these groups not just as ethical consumerism but as a form of "co-production," where both economic value and ecological knowledge are jointly produced by producers and consumers. This co-production fosters a re-engagement with provisioning practices based on mutuality and relationality. The study also includes a quantitative survey of the GAS movement in northern Italy, providing a deeper ethnographic understanding of how these groups operate and contribute to societal changes [45].

The article by Loh and Shear [46] discusses the development of the solidarity economy (SE) in Boston, Worcester, and Springfield, Massachusetts, as an example of transformative and democratic community development. The paper argues that the SE offers an alternative to capitalism by promoting goals of solidarity and agency, and by establishing concrete economic practices that support both people and the planet. The SE is also viewed as a political movement capable of building power and securing supportive public policies and resources. Challenges include navigating diverse values, overcoming racial and class divisions, and accessing initial capital. The expansion of the SE depends on the ability of local actors to overcome ideological, economic, and political challenges.

We employed author co-citation analysis to identify the intellectual structure of research on Solidarity Economy—essentially, the most influential thinkers on the topic.

Co-citation occurs when two documents from earlier literature are cited together in a more recent document [47]. This type of analysis can also be applied to authors. Author co-citation analysis, proposed by [48], measures how frequently two authors, rather than two documents, are cited together in subsequent articles. Here, "author" refers to an individual's body of writing, not the person themselves.

Normative sociologists like [49] argue that citations mark the influence of intellectuals in a research field and serve as a measure of academic value; they perform the instrumental function of transmitting knowledge and the symbolic function of rewarding researchers. Constructivist sociologists like [50] contend that citation is a way of "enlisting allies" to strengthen one's own claims to knowledge, i.e., to legitimize knowledge claims. The social process of knowledge production involves aligning initially diverse claims; if the network is sufficiently strong, an author's knowledge claim becomes a mandatory point of passage [51].

One application of co-citation analysis is the identification of "invisible colleges" [52] and [53]. In conducting research, authors cite other authors for various reasons; in rigorous and fair scientific studies, it is customary to cite papers deemed fundamental to the researched topic. When a pair of works is cited together, it implies a similarity in content or intellectual structure [54]. Typically, invisible colleges represent significant social networks or collectives within a field.

We identified four clusters (invisible colleges): i) the red cluster, which features two central authors—Paul Singer (born in Austria, but of Brazilian nationality) and Jean-Louis Laville (French), who explored the concept of Solidarity Economy in their studies, specifically as a viable alternative pathway to the capitalist mode

of production; ii) the blue cluster, which includes two central authors—Karl Polanyi (Hungarian) and José Luis Coraggio (Argentinian), who viewed the Solidarity Economy as an alternative developed by popular sectors to survive neoliberalism; iii) the purple cluster, led by Manuel Castells (Spanish), who sees the Solidarity Economy as a possibility for realizing network society and restructuring economically and socially through new information and communication technologies; iv) the green cluster, led by feminist authors Julie Graham and Katherine Gibson (American), who view the Solidarity Economy as an alternative for producing a more diversified, community-based economic language.

Figure 2: Intellectual Structure of Research on Solidarity Economy.
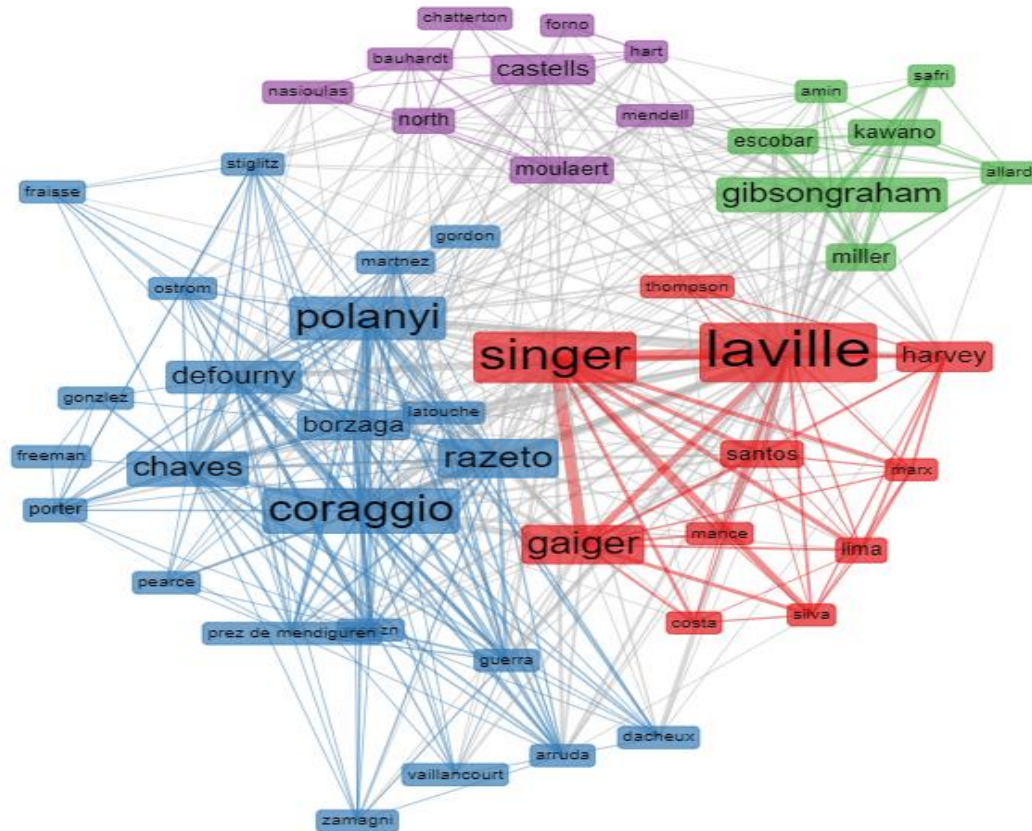
V. Conclusion

The study concludes that the Creative Economy is increasingly recognized as a strategic sector for diversifying and enhancing the resilience of economies in a globalized context and transitioning to a knowledge and information-based society. The annual growth rate of 21.42% in scientific production on CE, highlighted by the analysis, reflects the growing importance of this field within the academic community and the demand for research in this sector. The bibliometric analysis used enabled the identification of trends, patterns, and gaps in the scientific production on CE, offering a robust foundation for future research and analyses.

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