

## **A Bibliometric Exploration of Creative Industry: Trends, Influential Authors, Research Themes, and Emerging Concepts**

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### **ABSTRACT**

This bibliometric analysis delves into the scholarly landscape of the creative industry, offering insights into its evolution, key contributors, predominant research themes, and emerging concepts. Through comprehensive data collection from reputable scholarly databases and systematic processing, the study identifies influential literature and conducts network analysis to visualize thematic clusters and trends. Findings reveal a dynamic and interdisciplinary field, shaped by advancements in technology, globalization, and cultural exchange. The implications of the research extend to academia, industry, and policymaking, emphasizing the importance of informed decision-making, collaborative efforts, and strategic interventions to maximize the creative industry's potential for innovation, economic growth, and societal development.

### **Keywords:**

Creative industry;  
bibliometric analysis;  
VOSviewer.

## **INTRODUCTION**

In the contemporary landscape of global economies, the creative industry stands as a vital catalyst for innovation, economic growth, and cultural development (Lin, 2018). Defined by its dynamic fusion of artistry, technology, and commerce, the creative industry encompasses a diverse array of sectors such as design, media, advertising, fashion, architecture, and more (Mulvaney *et al.*, 2023). This industry not only drives economic activity but also shapes societal narratives, influences consumer behaviors, and fosters cross-cultural exchange (Negus, 2019). As such, understanding its multifaceted dynamics and scholarly underpinnings is crucial for comprehending its profound impact on societies worldwide (Giachetti and Dagnino, 2021).

The emergence and exponential growth of the creative industry can be traced back to the latter half of the 20th century, spurred by rapid advancements in communication, technology, and globalization (Römerová, 2010). With the advent of digital media and the internet, barriers to entry lowered, democratizing access to creative tools and platforms (Schultz and Van Gelder, 2008). Consequently, individuals and organizations from diverse backgrounds seized opportunities to express themselves, innovate, and monetize their creative endeavors (Turner and Thomas, 2012). This democratization not only revolutionized production and distribution channels but also catalyzed a paradigm shift in consumer engagement, with audiences actively participating in content creation, curation, and dissemination.

Despite the growing significance of the creative industry, there remains a gap in comprehensive bibliometric analyses that systematically examine its scholarly landscape. While individual studies have delved into specific aspects of this domain, a holistic exploration is lacking. Consequently, there is a need for a meticulous bibliometric investigation to map out the trends, identify influential authors, elucidate predominant research themes, and uncover emerging concepts within the creative industry literature.

The primary aim of this research is to conduct a thorough bibliometric exploration of the creative industry domain. Specifically, the objectives are as follows:

- a. To analyze the temporal evolution of scholarly output in the creative industry, discerning patterns and fluctuations over time.
- b. To identify and profile influential authors who have significantly contributed to the advancement of knowledge within the field.
- c. To delineate the prevailing research themes and subdomains within the creative industry literature, elucidating areas of focus and interdisciplinary intersections.
- d. To uncover emerging concepts and innovative perspectives that are shaping the trajectory of research and practice in the creative industry.

This study holds significant implications for multiple stakeholders invested in the creative industry ecosystem. Firstly, by providing a comprehensive overview of the scholarly landscape, this research equips academics and researchers with valuable insights into the evolution and current state of knowledge within the field. Secondly, policymakers can leverage the findings to inform strategic decisions aimed at fostering innovation, entrepreneurship, and sustainable growth within the creative sector. Additionally, practitioners and industry professionals stand to benefit from a deeper understanding of emerging trends and concepts, enabling them to adapt, innovate, and thrive in an ever-evolving landscape. Overall, this research contributes to the advancement of scholarship, informs practical applications, and facilitates informed decision-making in the dynamic realm of the creative industry.

## METHOD

### a. Data Collection

The data for this bibliometric exploration will be collected from reputable scholarly databases such as Web of Science, Scopus, and Google Scholar (Kraus *et al.*, 2022). These databases offer extensive coverage of academic literature across various disciplines, including the creative industry. The search strategy will involve using relevant keywords and Boolean operators to retrieve relevant publications. Keywords such as "creative industry," "creative economy," "design," "media," "advertising," "fashion," "architecture," and others will be employed to ensure a comprehensive dataset.

### b. Inclusion Criteria

To ensure the relevance and reliability of the dataset, only peer-reviewed journal articles, conference papers, and reviews published in English will be included (Mallett *et al.*, 2012). Additionally, publications from a defined timeframe, typically spanning the past two to three decades, will be considered to capture the contemporary scholarly discourse on the creative industry. Non-English publications, books, theses, dissertations, and gray literature will be excluded from the analysis.

### c. Data Processing

Upon retrieving the initial dataset, duplicate records will be removed to ensure data integrity. The remaining publications will then undergo systematic screening based on predefined inclusion criteria. Subsequently, bibliographic information such as author names, publication titles, journal names, publication years, keywords, abstracts, citation counts, and affiliations will be extracted and organized for further analysis.

#### d. Bibliometric Analysis

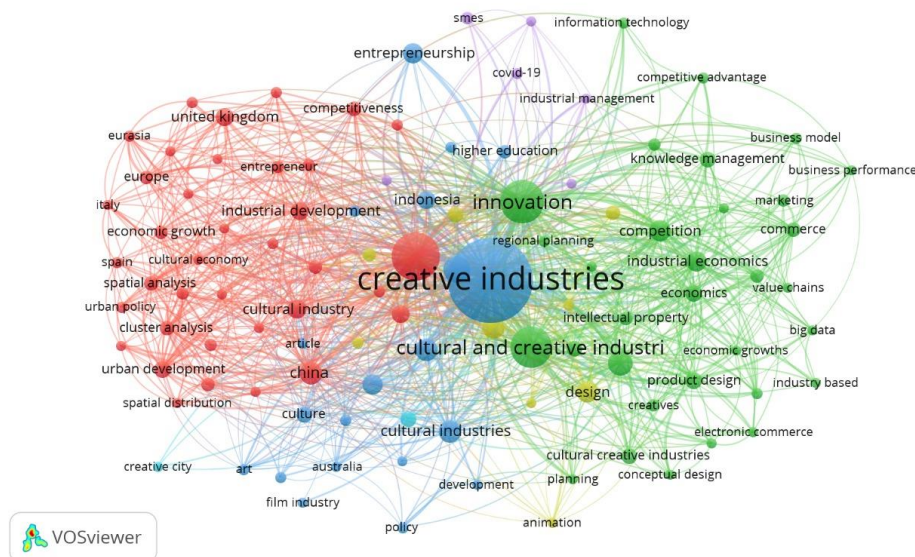
The extracted data will undergo bibliometric analysis to explore various facets of the creative industry literature (Satar *et al.*, 2023). Key bibliometric indicators, including publication trends, citation patterns, author productivity, collaboration networks, journal impact, and keyword co-occurrence, will be analyzed using bibliometric software packages such as VOSviewer. Visualization techniques such as co-citation maps, keyword co-occurrence networks, and author collaboration networks will be employed to provide insights into the structure and dynamics of the scholarly landscape.

#### e. Interpretation and Discussion

The findings from the bibliometric analysis will be interpreted in light of the research objectives, providing insights into the evolution, structure, and emerging trends within the creative industry literature. The implications of the findings for academia, industry, and policymaking will be discussed, highlighting areas for further research, potential collaboration opportunities, and strategic interventions to advance knowledge and practice in the creative industry domain.

### RESULTS AND DISCUSSION

#### a. Visualization of Network and Cluster Analysis



**Figure 1. Network Visualization**

Source: Data Analysis Result, 2024

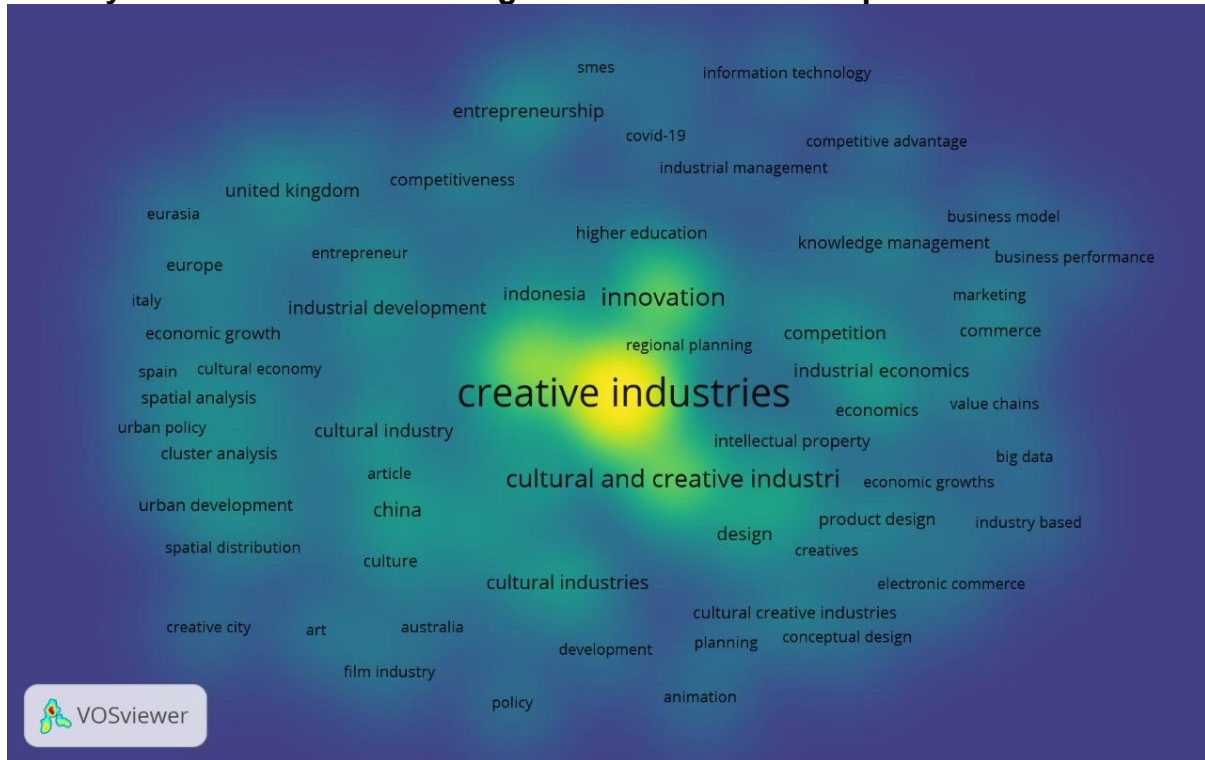
In this network visualization, each node represents a keyword or term found within the dataset. The size of each node typically correlates with the term's prevalence or importance in the dataset. The lines connecting the nodes represent the relationships between terms. A thicker line suggests a stronger relationship or more frequent co-occurrence in the literature. The colors of the nodes often indicate different clusters or groups of terms that are closely related to each other within the literature. Based on the image, the following clusters can be identified:

1. Red Cluster: This cluster includes terms related to geographical regions and development, such as "Europe," "China," "Italy," "Spain," and "economic





## Density Visualization and Finding Research Potential Topics



**Figure 3. Density Visualization**  
Source: Data Analysis Result, 2024

In this visualization, areas with more intense colors indicate a higher density of associated terms or a higher frequency of occurrence within the dataset, suggesting these are major topics of research. From the image, we can discern the following:

1. **Central Focus (Bright Yellow/Green Area):** The term "creative industries" is at the core of this visualization, signifying it as a central theme within the research. Surrounding it, "cultural and creative industries," "innovation," "intellectual property," and "regional planning" are also highlighted as significant topics. The bright yellow to green gradient in this area indicates a high density, suggesting these topics are well-established and possibly saturated areas of research.
2. **Potential Research Topics (Areas in Blue to Purple Gradient):** The surrounding less dense areas, indicated by cooler colors like blue and purple, may represent emerging or less-explored topics. These could be potential areas for further research. For instance, the periphery of the map includes terms such as "economic growth," "urban policy," "spatial analysis," and geographic-specific terms like "Europe," "China," "Italy," and "Australia." These could be indicative of regional studies within creative industries, urban development's impact on creativity, or cross-cultural comparisons of creative industry policies.
3. **Interdisciplinary Connections:** The visualization also shows terms from various disciplines, suggesting interdisciplinary research opportunities. For example,

combining "creative industries" with "big data," "value chains," or "electronic commerce" could yield new insights into how technology and data analytics are transforming the creative sectors.

4. Policy and Management: The presence of terms like "policy," "industrial management," and "business model" suggest that there is a focus on how creative industries are managed and governed. This area may benefit from research that explores innovative management strategies and policy implications for supporting creative industries.
5. Technological Impact: Terms such as "information technology" and "big data" on the periphery may point towards the growing importance of technology in the creative industries. Potential research could investigate how these technologies are being integrated into creative processes and business models.

This map suggests that while some areas of research are well-developed, there are emerging trends and opportunities for new research, especially in applying technological advancements to creative industries and exploring the impact of creative industries on economic development and policy at both the regional and global levels.

### c. Top Author and Literature

**Table 1. Top Cited Literature**

No	Title	Author/s	Citation
1	Cities and the creative class	Florida, R.	2.220
2	Innovation: Mapping the winds of creative destruction	Abernathy, W.J. , Clark, K.B.	2.646
3	Managerial interpretations and organizational context as predictors of corporate choice of environmental strategy	Sharma, S.	1.311
4	Creative accounting or creative destruction? Firm-level productivity growth in Chinese manufacturing	Brandt, L. , Van Biesebroeck, J. , Zhang, Y.	1.117
5	In the Social Factory?: Immaterial Labour, Precariousness and Cultural Work	Gill, R. , Pratt, A.	918
6	Location, control and innovation in knowledge-intensive industries	Mudambi, R.	789
7	Impact of zeolites on the petroleum and petrochemical industry	Vermeiren, W. , Gilson, J.-P.	777
8	Challenges of open innovation: The paradox of firm investment in open-source software	West, J. , Gallagher, S.	759
9	Water management challenges associated with the production of shale gas by hydraulic fracturing	Gregory, K.B. , Vidic, R.D. , Dzombak, D.A.	742
10	Intrapreneurship: Construct refinement and cross-cultural validation	Antoncic, B. , Hisrich, R.D.	709

Source: Scopus Database, 2024

The table presents a list of top cited literature in various fields, reflecting significant trends and interests within academic and professional circles. It begins with Richard Florida's seminal work on "Cities and the Creative Class," highlighting the importance of urban environments in fostering creativity and innovation. Following this, Abernathy and Clark's exploration of "Innovation" underscores the dynamic nature of creative destruction in driving economic progress. Additionally, Sharma's study on "Managerial interpretations and organizational context" sheds light on how corporate environmental strategies are influenced by managerial perceptions and organizational

context. The table further encompasses diverse topics such as "Creative accounting" in Chinese manufacturing, "Immaterial labour" and precariousness in the social realm, and "Water management challenges" associated with shale gas production. Each work reflects the multidisciplinary nature of contemporary research, spanning from economics and management to environmental studies and cultural analysis. These highly cited pieces collectively contribute to advancing knowledge and understanding within their respective domains, demonstrating the interdisciplinary intersections shaping contemporary scholarship.

#### **d. Practical Implication**

The comprehensive bibliometric analysis of the creative industry literature offers valuable insights with significant practical implications for academia, industry, and policymaking. By mapping out the temporal evolution, influential authors, prevailing research themes, and emerging concepts within the field, this study equips stakeholders with essential knowledge to navigate and capitalize on the dynamic landscape of the creative industry. Academics and researchers can leverage the findings to identify gaps, explore interdisciplinary connections, and chart future research directions aimed at addressing pressing challenges and harnessing emerging opportunities within the creative sector. Policymakers stand to benefit from a nuanced understanding of the structural dynamics and transformative potential of the creative industry, enabling them to formulate evidence-based policies and strategic interventions to foster innovation, entrepreneurship, and sustainable growth. Moreover, industry practitioners can draw upon the insights provided to inform decision-making, innovate business models, and navigate evolving consumer trends, thereby enhancing competitiveness and resilience in an increasingly digitized and globalized creative landscape. Overall, this research contributes to advancing knowledge, informing practice, and driving positive socio-economic outcomes in the vibrant and influential realm of the creative industry.

### **CONCLUSION**

In conclusion, the meticulous bibliometric exploration of the creative industry literature unveils a rich tapestry of scholarly discourse, marked by its interdisciplinary nature and dynamic evolution. Through the analysis of publication trends, influential authors, research themes, and emerging concepts, this study provides a comprehensive overview of the field's landscape, shedding light on its profound impact on innovation, economic development, and cultural expression. The findings underscore the importance of continued academic inquiry, interdisciplinary collaboration, and evidence-based policymaking to harness the full potential of the creative industry as a driver of sustainable growth and societal well-being. By bridging academia, industry, and policymaking, this research lays the groundwork for informed decision-making, strategic interventions, and collaborative initiatives aimed at advancing knowledge, fostering innovation, and unlocking the transformative power of the creative economy in an ever-changing global landscape.

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