

# MAIN THEORETICAL APPROACHES OF THE CREATIVE INDUSTRIES: FROM A META-ANALYTICAL ORIENTATION

## PRINCIPALES ENFOQUES TEÓRICOS DE LAS INDUSTRIAS CREATIVAS: DESDE UNA ORIENTACIÓN META-ANALÍTICA

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### ABSTRACT

The purpose of this article is a systematic review of the literature, appealing to recent bibliometric studies that point to research studies in Creative Industries, from management 2017 to April 2022, with a sample of journals from the Web of Science database based on a meta-analytical study of a number of 549 selected articles, was carried out with the help of the Vosviewer Software, identifying the most relevant journals and the most cited authors. Through a co-citation analysis, the authors related to the theoretical approaches were selected, which allows to build and define a theoretical path of the creative industries. Two groups of theoretical approaches were identified as results from the most cited authors that converge to the creative/cultural classes approach and the media and culture approach in society.

**Keywords:** Creative Industries; Cultural Industries; Theoretical Approach; Meta-Analytics; Bibliometrics.

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## RESUMEN

El propósito de este artículo es una revisión sistemática de la literatura, apelando a estudios bibliométricos recientes que apunten a estudios de investigación en Industrias Creativas, desde la gestión 2017 hasta abril 2022, con una muestra de revistas desde la base de datos de Web of Science, en base a un estudio meta analítico de un número de artículos seleccionados 549, se realizó con la ayuda del Software Vosviewer, identificándose las revistas más relevantes y los autores más citados. Mediante un análisis de co-citación se seleccionaron los autores relacionados con los enfoques teóricos, que permite construir y definir un camino teórico de las industrias creativas. Se identificaron como resultados dos grupos de enfoques teóricos desde los autores más citados que convergen al enfoque de las clases creativas/culturales y enfoque medios y cultura en la sociedad.

**Palabras Clave:** Industrias Creativas; Industrias Culturales; Enfoque Teórico; Metaanalítico; Bibliometría.

## INTRODUCTION

Innovation and creativity have become two essential differentiating elements to obtain competitive advantages and maintain or improve the strategic positioning of an organization (Pitt et al., 2020).

In the study, we demarcate creative industries as those that are rooted in individual creativity, skills, and talents, and gain wealth and job creation through the generation and exploitation of intellectual property. Thus, it lists certain sectors such as: advertising, architecture, arts, design, fashion, antiques, cinema, interactive software, music, expressive arts, publishing, radio and television (Rodríguez Oliva, 2018). The system classifies creative industries into the following four groups: heritage, arts, media, and functional creations (Dharmani et al., 2021).

Despite a year of lockdowns due to the COVID-19 pandemic, it has brought the creative economy to a standstill. From creation, production and distribution to access, no player in the creative value chain has been spared its impact. The health crisis has also revealed and aggravated pre-existing vulnerabilities within the cultural Creative sector (United Nations, 2019); There

couldn't be a better time to appreciate the creative economy and recognize that the creative industries are central to sustainable development, because they stimulate innovation and diversification, are an important factor in the burgeoning services sector, support entrepreneurship and contribute to cultural diversity (OMPI, 2020).

The growth of the creative industry still needs the support of various parties, so it has a great contribution to economic development and the problem it currently faces is the ability of human resources to influence competitive advantage (Ahman et al., n.d.). However, much of the sector is made up of independent, small and medium-sized companies that distribute their products only locally.

The creative economy is one of the fastest growing sectors in the world, contributing 3% of the world's GDP, generating 2.25 billion dollars and employing 30 million people in the world. Creativity is also a renewable, sustainable and unlimited resource that we can find anywhere in the world. As we face the climate crisis and the pandemic, its potential to drive inclusive human-centered development has never been more relevant (UNESCO, 2022).

The creative industry is a driver of economic growth for many countries, ideas are created from an unlimited resource such as creativity and knowledge. Bolivia has a promising future and growth in the creative industry. The creative economy is very diverse and covers different sectors. Its performance in recent years demonstrates its strong growth potential. It means approximately the equivalent of between 1 and 2% of the Gross Domestic Product in Bolivia and around 2.27% of consumption in 2017 (CAINCO, 2022)

Increasingly Creative Industries are becoming important in the economy. The most recent studies, based on Innovation, could be divided into different research streams: based on the theory of policy generation and focus on capacity for innovation (Jones et al., 2016),

In the concepts of networks, alliances and links between organizations have become central themes in innovation management studies to investigate how companies tend to deal with intensive changes in the market and the needs of customers (Santoro et al., 2020).

The emergence of joint work as a practice of collective self-help and self-organization to deal with the informality, uncertainty and risks associated with independent work. He argues that coworking can be seen in line with other informal urban planning practices that are becoming more prevalent in cities. (Merkel, 2018). We argue that social and political ambivalence is intrinsic to coworking culture.(de Peuter et al., 2017).

Hasan Bakhshi states that professional profiles should be broader, starting by reconsidering the traditional barriers of education, which distinguish between technical and creative training.(Landoni et al., 2020), (Ferreira et al., 2020), Creative work fosters innovation and, therefore, growth and wealth to the point that it could be the most transcendental aspect for long-term economic growth (Bakhshi & McVittie, 2014),(Rodríguez-Gulías et al., 2020). can show

that multiple people can generate externalities through intermediation between communities (Clement et al., 2017).

Furthermore, according to the literature review, it shows that its competitive advantages in this period included style, material and skill, and government contributions and consumer demand. (Fan & Feng, 2019). To find, they are using the network approach. Therefore, it appears that networking is becoming a high priority and that networking is a crucial part of these companies' business models, meaning that they are rooted in building and maintaining internal and external relationships (Radomska, 2019).

Despite the progressive increase of existing works in this field of research, it is about investigating a theoretical framework for the analysis of the innovation process of the creative industries (CI), a precise work is necessary, for the understanding of the theories used. of creative industries and innovation processes, so we deal with the following problem: What theoretical approaches do the studies carried out in the years 2017-April 2022 present or identify on the subject of Creative Industries (CI) and Innovation? Once the problem has been defined, the study aims to identify the current theories of the creative industries that are used in the studies published during the last five years, applying the meta-analytical approach from an exploratory qualitative perspective and providing some lines of research that could enrich this field of study.

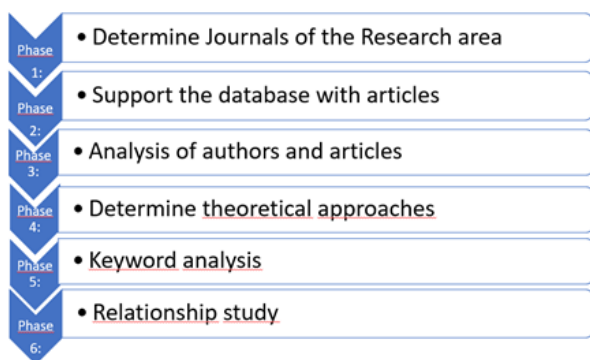
The structure of this article considers a review of previous works to justify the importance of the study, the collection methodology, the discussion of the most important results, conclusions, an orientation of where future lines of research are headed and, finally, the Implications for scientific academic management.

## **METHODOLOGY**

The present investigation adopted the approach of systematic review of the literature and combined

bibliometric and Meta-Analytic analysis, which is a research process that requires compliance with the standards of the scientific method: objectivity, systematization and replicability compared to the usual reviews of the literature. research, also named qualitative or narrative reviews as opposed to a meta-analysis that allows the quantification of research results and are analyzed in this way for our case study in the Creative Industry, which shows, uses and describes the methodology in the studies (Ayaviri-Panozo et al., 2019), (Díaz-García et al., 2015), (Bužavaitė et al., 2019) y (Saucedo-Estrada Hael K.; Ayaviri Alberto, 2017) . The articles included in this study were identified through a search carried out in the Web of science database 2017-April 2022. It reports that six phases were applied, which are described below: (1) Determine journals in the research area; (2) Support the Database with articles; (3) Analysis of authors and articles; (4) Determine Theoretical Approaches; (5) Keyword Analysis and (6) Relationship Study. Later we detail each of these steps through **Figure 1**. That follows our research objectives that, together with the inclusion and exclusion criteria, allow us to reach a final sample of 549 articles that have been analyzed.

**Figure 1:** Phases of the methodological design of the Meta-analysis



**Source:** Own elaboration based on the stages of the meta-analytical approach

The article search was made with the combination of the words “Creative Industries”. These words were chosen based on their review of current trends and studies that helped define the

direction of the study. (Schauerte et al., 2020), (Newbiggin, 2019). Exclusion criteria were defined by considering 5 years and four months, an attempt was also made to cover the studies in the follow-up of the last crisis of the pandemic and publications that did not exist cataloged as articles and that did not concern the business areas were also discarded, administration, economics, culture, geography, finance and accounting. With the application of these criteria, we are left with a sample of 549 publications.

Consecutively, the articles were analyzed, having been established according to the guidelines summarized in the article by this author. (Moher et al., 2009) to address several items of conceptual advances and theories in the science of systematic reviews, with the aim of the study is to expand knowledge about the creative industries.

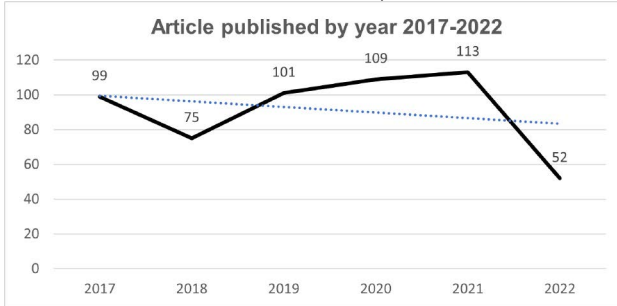
## RESULTS

The results of the review and bibliometric analysis show in a qualitative way, the number of publications per year of the Web of Science database, the most notable authors in the field and their publications. Likewise, we will offer the topics that have been addressed, authors, co-authors and their groups, countries and journals with high productivity and citations, and the most cited works. In addition, we will provide networks for citations and co-citations between journals and countries, highly co-cited authors. The study contrasts the guidelines of the sources of prominent and regular literatures in order to reach an overview of the research developments in the literature of creative industries and Innovation.

According to a web of science report, scientific research disclosures begin in 1999 and describe a progressive growth trend line on the subject, despite the fact that the creative industry is still growing. Figure 2 shows the last five years and four months (2017-2022). It shows us a growth trend of 6 articles per year in the period 2017 to

2021, however, the number of articles for 2022 forecasts an approximate of 156 articles for the 2022 management, this will increase the trend of article production to 11 per year.

**Figure 2:** Evolution of Scopus Published Articles (1094 Total articles)



**Source:** Own elaboration based on data from Web of Science 2017-2022

For the results of the first phase, it describes the investigation of material of scientific value derived from the Web Of Science database through the determination of the sources of

the data that we are going to work on in the investigation. It has been proposed, from the bibliometric perspective, as input material where to apply the analysis, the data provided from scientific journals have been taken.

**Table 1** shows the journals with the highest number of publications, quartile 1 of the Journal Citation Report (JCR). By filtering and excluding data, a number of 549 articles have been determined as a sample, which have been published in a total of 311 journals and 119 articles correspond to the top 10 journals that published the most and represent 22% of the total. In the analysis, it strongly emphasizes the publication "International Journal Cultural Policy", "Creative Industries Journal", "sustainability" which registers 19 average documents. The rest of the Journals have published only 8 to 10 manuscripts.

**Table 1.** Identification of Journals in the Research area

REVISTAS	Q1	Q2	Q3	Q4	Published Articles	H-Index
INTERNATIONAL JOURNAL OF CULTURAL POLICY	X				20	45
CREATIVE INDUSTRIES JOURNAL	X				19	9
SUSTAINABILITY			X		17	9
CULTURAL TRENDS	X				13	27
JOURNAL OF CULTURAL ECONOMICS	X				9	111
MEDIA INTERNATIONAL AUSTRALIA	X				9	20
EUROPEAN PLANNING STUDIES	X				8	44
HUMAN RELATIONS	X				8	134
INDUSTRY AND INNOVATION	X				8	61
JOURNAL OF ARTS MANAGEMENT LAW AND SOCIETY			X		8	19

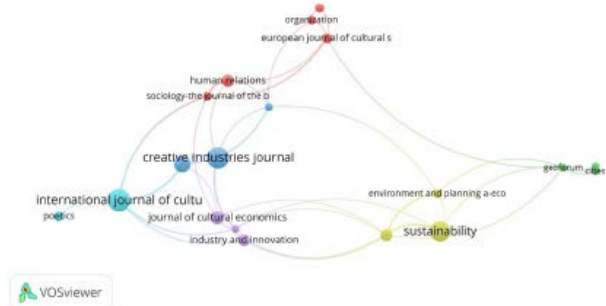
**Source:** Own elaboration based on data from web of science Q1, Q2, Q3 and Q4 correspond to the quartile of Scimago Journal & Country Rank (2022)

**Figure 3** shows the journals with the most published documents, highlighting the journals "International Journal of Cultural Policy", "European Planning Studies" and "Creative

Industries Journal", with the greatest strength of link to keywords. The journals "Journal Cultural Economics," "Industry and Innovation" and "Tecnovation" with the highest number of citations are also observed.



**Figure 3.** Journal Identification Report based on VosViewer



**Source:** Own elaboration based on data from Web Of Science

Figure 4 shows the contribution of the studies mentioning the country of origin, we highlight the contribution of England and Australia, which are the countries that contributed with the largest number of documents produced, and the countries of England and Italy, which are the countries with the highest number of accumulated citations, finally, the countries England and France that stand out with the highest rates of link strength.

**Figure 4.** Journal Identification Report based on Vosviewer.

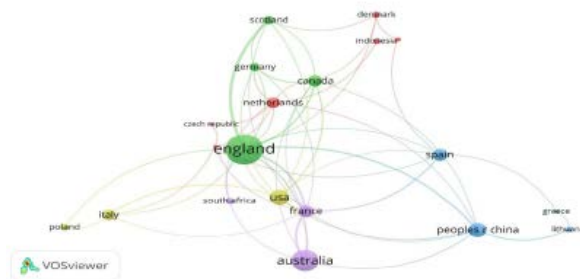


Table 2 shows a detail of the Authors with the highest citations without considering their relationship of co-occurrence with the rest of the publications, the author Gabriele Santoro De Netherlands stands out with his Article "Collaborative modes with Cultural and Creative Industries and innovation performance: The moderating role of heterogeneous sources of knowledge and absorptive capacity" and Author Julie Brown from England with her article "Curating the "Third Place"? Coworking and the Mediation of Creativity", we highlight that Santoro's article was published in 2020 and contains the highest rate of citations, all these documents have significant contributions to our study.

**Table 2.** Distribution of Articles according to authors

Authors Name	Article Titles	Country	Magazine	Year	Citations
Santoro, Gabriele; Bresciani, Stefano; Papa, Armando	Collaborative modes with Cultural and Creative Industries and innovation performance: The moderating role of heterogeneous sources of knowledge and absorptive capacity	NETHERLANDS	TECHNOVATION	2020	105
Brown, Julie	Curating the "Third Place"? Coworking and the mediation of creativity	ENGLAND	GEOFORUM	2017	68
Merkel, Janet	'Freelance isn't free.' Co-working as a critical urban practice to cope with informality in creative labour markets	ENGLAND	URBAN STUDIES	2019	49

de Peuter, Greig; Cohen, Nicole S.; Saraco, Francesca	The ambivalence of coworking: On the politics of an emerging work practice	ENGLAND	EUROPEAN JOURNAL OF CULTURAL STUDIES	2017	46
Clement, Julien; Shipilov, Andrew; Galunic, Charles	Brokerage as a Public Good: The Externalities of Network Hubs for Different Formal Roles in Creative Organizations	USA	ADMINISTRATIVE SCIENCE QUARTERLY	2018	43
Gong, Huiwen; Hassink, Robert	Exploring the clustering of creative industries	ENGLAND	EUROPEAN PLANNING STUDIES	2017	42
van Laar, Ester; van Deursen, Alexander J. A. M.; van Dijk, Jan A. G. M.; de Haan, Jos	Determinants of 21st-century digital skills: A large-scale survey among working professionals	ENGLAND	COMPUTERS IN HUMAN BEHAVIOR	2019	35
Belfiore, Eleonora	Whose cultural value? Representation, power and creative industries	ENGLAND	INTERNATIONAL JOURNAL OF CULTURAL POLICY	2020	34
Haans, Richard F. J.	What's the value of being different when everyone is? The effects of distinctiveness on performance in homogeneous versus heterogeneous categories	USA	STRATEGIC MANAGEMENT JOURNAL	2019	34
Alacovska, Ana	Informal creative labour practices: A relational work perspective	ENGLAND	HUMAN RELATIONS	2018	31

**Fuente:** Elaboración propia en base a Datos Web of Science (2017- 2022).

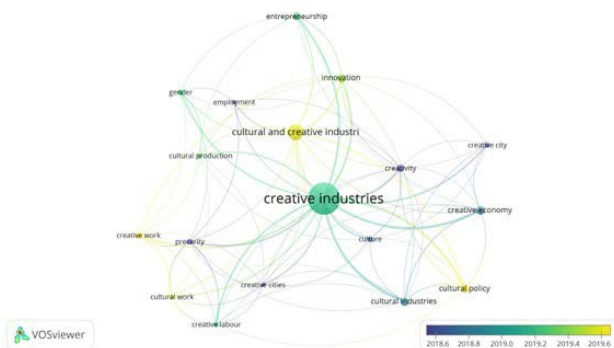
The word co-occurrence analysis is very useful to identify the topics analyzed in the articles, since the words with the highest mention in a document are supposed to provide a description of the content, as well as links between topics and other articles.

Using the VOS Viewer software, the information was analyzed, and the word relationship analysis map was built (**Figure 5**). Four cores associated with words were found (Creative Industries,

Cultural and Creative Industries, Innovation, Creativity,). Each sphere symbolizes a word, and its volume represents the occurrence that is closely linked to the set of items; the lines vary in thickness depending on the relationship between words. The research filter issue for creating the map based on text data was to configure the VOS Viewer software to extract the titles and abstracts of the 549 most relevant articles from the database.

Another important aspect of the map of co-occurrences is how the concept has been changing over time and where the keywords are pointing according to the years of appearance. The themes of Creative Cities, Creative Economies, (2018), in transit towards creative and cultural work, cultural production, Gender, are observed as primary anchorage, revealing themselves as new nodes (2019). By June 2019, the Creative and Cultural Industries and the orientation towards Innovation and entrepreneurship and cultural policies emerged as new groups. Under this argument, it can be demonstrated how the evolution and impact of the creative industries on the world stage has been.

**Figure 5:** Co-occurrence Keyword Map (over time)

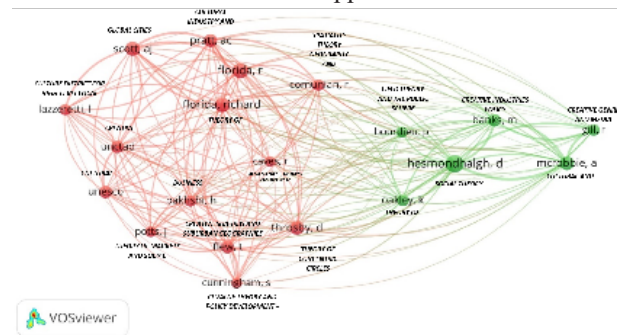


In correspondence with the revised readings of the articles and results obtained, the current research on creative industries and innovation graphically illustrated the main theories in their maturity and revitalization. A co-citation analysis was carried out with the Vosviewer program, choosing the authors cited more than 67 times, obtaining a total of 20 authors.

The correlation of authors with the most cited theoretical approaches in the literature of the research work described in Figure 6 was implemented, where the relationship of two

groups of theoretical approaches of the authors cited more than 67 times is shown. The first group of color Red groups the First Creative Class theoretical approach that brings together thirteen theories that are related to the theory of the Creative Class, CI Value Theory, Concentric Circles, Creative Suburbs and Suburban Geographies, From Cultural Leisure to Creative Work, Geography and Innovation, IC Business Innovation, Theory of Markets and Social Networks, Cognitive and Learning Theory, Cities-Regions-Globals, Local Systems of High Cultural Level, Cultural Economy, Cultural Industries. The second group of green second Cultural, Economic and Social approach, groups six theories that are related to Social and Media Theory, Cultural and Gender Studies, Creative Industries Policy, Creative Gender and Media, Theory of Culture and Theory of Capital.

**Figure 6:** Map of relations of authors and most cited theoretical approaches



For a clearer analysis, we include **Table 4**, which details the most co-cited Authors, of a total of 16,709 co-cited authors, we reached the 20 most co-cited, considering that they had been minimally cited 67 times. These authors have a close correlation relationship, from which the theories were extracted by reading their most cited articles.



**Tabla 4.** Enfoques y teorías más Citados

Approach	Group	Author	citations	bond strength	THEORY
MEDIA AND CULTURE APPROACH IN SOCIETY	2	HESMONDHALGH, D	185	958	SOCIAL THEORY AND THE MEDIA
	2	MCROBBIE, A	113	619	CULTURAL AND GENDER STUDIES
	2	BANKS, M	97	610	CREATIVE INDUSTRIES POLICY
	2	GILL, R	82	422	CREATIVE GENRE AND MEDIA
	2	OAKLEY, K	79	445	THEORY OF CULTURE
	2	BOURDIEU, P	74	253	FIELDS THEORY AND THE PUBLIC SPHERE
CREATIVE/CULTURAL CLASS APPROACH	1	FLORIDA, R	273	1329	CREATIVE CLASS THEORY
	1	SCOTT, AJ	121	676	GLOBAL CITIES-REGION
	1	THROSBY, D	116	538	CONCENTRIC CIRCLES THEORY
	1	PRATT, AC	104	709	CULTURAL INDUSTRY AND PUBLIC POLICY
	1	FLEW, T	98	525	CREATIVE SUBURBS AND SUBURBAN GEOGRAPHIES
	1	UNCTAD	98	495	CREATIVE ECONOMY
	1	UNESCO	95	411	CULTURAL AND CREATIVE INDUSTRIES
	1	LAZZERETTI	81	447	CULTURE DISTRICT FOR HIGH-LEVEL LOCAL SYSTEMS
	1	BAKHSI, H	77	464	CI BUSINESS INNOVATION
	1	COMUNIAN, R	76	429	SPATIALITY, GEOGRAPHY AND INNOVATION
	1	POTTS, J	75	414	THEORY OF MARKETS AND SOCIAL NETWORKS
	1	CUNNINGHAM, S	68	359	CI VALUE THEORY AND POLICY DEVELOPMENT
	1	CAVES, R	67	289	FROM CULTURAL LEISURE TO CREATIVE WORK

**Source:** Own elaboration based on Vos Viewer report

When carrying out the analysis became a very complex activity, the authors suggest some theoretical guidelines to support these Creative industries from two theoretical Approaches, the first focusing on Power and democracy, spatial inequalities, spectacle and media channels of investment and networks of social protection (Hesmondhalgh & Toynbee, 2008), provides a series of political insights into the difficult social problems facing global region cities as they confront an economically and politically neoliberal world, the argument is enriched by placing creativity against related concepts, such

as originality, knowledge, innovation, atypicality and consecration, will stimulate the formalization in the ICC. (Gill, 2011), Mark Banks opens the importance between public policy and creative industries, forging a solid and democratic regime on intellectual protection in the ICC. (Godart et al., 2020) Social Theory, A Renewed Focus in Media Research on Causality and Social Norms, Contemporary Critical Realism, and Third Generation Critical Theory. A component to protect and optimize employability involves the development of personal and professional skills that allow people to gain an advantage

in the labor market based on Bourdieu's theory of people to convert identity into professional capital based on creative industries.

The second approach, which argues that the Creative and Cultural Industries are one of the emerging creative class, According to the main author of the group one (Florida, 2002) focuses on saying that they are an economic sector, now it also highlights creative occupations and is related to a broad group of socio-professional groups, categorizing people as scientists, artists, designers and intellectual workers: engineers, designers, programmers, health workers, professional artists, lawyers, finance, entrepreneurs and executive directors. Likewise, it provoked the discussion on the dynamics of innovation and creativity in Cunningham Throsby and Flew, who propose the commercialization of art and culture as factors to develop the national economy and increase employment. UNCTAD and UNESCO also interested in this sector due to the importance of the contribution to the innovation of the economies, the theories of Bakhshi, H with the theory of business innovation; Comunian Geography and Innovation, R. Potts, points out that CI generate important dynamics both for the economic growth of innovation systems and evolutionary networks of institutions. Pratt, The cultural sectors and the CI have become a motor of regional development and creative economy in making cities unique, and attractive with strong competitiveness,(Scott et al., 2001), proposes a theorization of the global cities region based on their economic and political responses to the increasingly intense levels of globalization. Another argument that we take for the CI according to the four models that it raises (Potts & Cunningham, 2008). In trying to explain the value that these industries can take and they conclude by indicating that “they have dynamic value and contribute to the process of economic growth.

A series of new forms of gender inequality are being born, connected, paradoxically, with many of the characteristics of work that are valued:

informality, autonomy, flexibility (Alacovska & O'Brien, 2021), (Hennekam & Bennett, 2017), (Hennekam & Bennett, 2017). Another component would be the possibility of developing digital promotion and marketing channels, such as networks, clusters, cooperatives, associations, etc.(Loots et al., 2021).

## CONCLUSIONS

The review of theoretical approaches, is a theoretical contribution to the progressive creative industries (CI), was based on the contrast of the web of science database, and yields attractive results, because it provided a search process and contrast of the information for the Meta-analytical activity.

Two groups of cocitation networks were visualized describing two theoretical approaches: Creative-Cultural Classes Approach and Media and Culture in Society Approach, where the different authors converge to these two groups of approaches where the most outstanding authors have exposed their ideas. theoretical and are part of the first group thirteen authors and the second group are six different cluster authors with the influence of Florida R. and Hesmondhalgh, D.

The concept of creative industry has been founded for years, the representation of application and development of companies in the sector varies in each country according to their economic, social and political models.

Innovation and creativity is important from the perspective of skills, abilities, people, processes and work spaces.

The topics of interest dominated by researchers focus on the areas of agglomeration networks, innovation, social networks, employment, knowledge and organization.

The interest in studying the subject of creative industries is visualized, which is growing and has a high relevance as of 2018 with a special

emphasis on the year 2021.

The countries of England, Australia and the USA lead the publications on the subject of creative industries added to the concept of innovation.

## LIMITATIONS AND FUTURE LINES OF RESEARCH

After reviewing the reading of the articles, it is observed that many questions are still pending to be answered and analyzed, economic geographical distribution is important for creative industries, how do institutions, public policies, ¿universities and other actors influence the creative entrepreneurs? Likewise, it is necessary to define lines of research, which include key issues such as the dynamics of innovation, competitiveness and performance, entrepreneurship, CSR, innovation and performance, marketing that are still unaddressed and have the potential of research for studies futures. (Dharmani et al., 2021). Research is needed in the context of collaborative links with external actors and in investigating heterogeneity among employees to foster innovation (Santoro et al., 2020). The author recommends (Brown, 2017), Study coworking that represents an alternative to organize creative work, Coworking is related to broader (urban) transformation processes and deserves much more attention. These and of course many other questions will lead to future lines of research that will have important implications for academics, creative

entrepreneurs and those interested in fostering creativity and innovation.

Despite following a rigorous technical method, other relevant articles and/or documents that were not included in the chosen databases would probably have been ignored. Expand scanning in other databases for additional relevant contributions, including book chapters, etc. Likewise, the study embraces a qualitative approach, but has limitations to change to quantitative results.

It is proposed to future researchers to extend the study from the case of countries with emerging or developing economies for Latin America of creative industries, independent workers in this sector. since in the election sample none of the countries belonged to this region.

## IMPLICATIONS FOR MANAGEMENT OR ACADEMIC-SCIENTIFIC AREA

The research provides information for the current academic understanding of the most widely used theoretical approaches in the creative industries (CI), using qualitative research, applying the meta-analytical approach. The study findings serve to provide an overview of the topic and scope for future systematic reviews of the study literature to form the starting point for further research taking a quantitative approach to provide a broader picture.

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