



Bibliometric Analysis of Entrepreneurial Success in Creative Industry

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Abstract. This study utilized a bibliometric approach to explore the topic of Entrepreneurial success in the creative industry, with the aim of gathering relevant information and examining related topics such as Creative Business, Creative Industries, and Creative Entrepreneurship. The Scopus database was employed for data extraction, and a total of 1,442 articles were identified as of May 24, 2023. To analyze publication performance, the VOSviewer tool was utilized, allowing for the identification of the contributions of authors, journals, countries, and articles. The findings revealed a significant increase in the number of publications on this topic over time, with the United Kingdom being the most prolific country. The keywords Creative Industries, Entrepreneurship, and Creative Economy were the most frequently discussed topics. Additionally, the author O'Brien D. had the highest number of citations with a total of 311. This research can serve as a useful reference for future studies on Entrepreneurial success in the creative industry, and the bibliometric approach employed here can aid researchers in identifying gaps in the literature and directing their efforts towards areas requiring further investigation.

Keywords: Creative Economy, Creative Industries, Entrepreneurial Success.

1 Introduction

The Creative Industry has garnered significant attention and demand in recent years, and its rapid development makes it an attractive option for millennials seeking direct entry into the workforce[1]. The allure of the industry, coupled with its importance in the era of globalization, has led to the growth of approximately 8.2 million creative enterprises in Indonesia, dominated by culinary, fashion, and artisan businesses. These enterprises made a significant contribution of Rp 1,153.4 trillion, equivalent to 7.3% of the overall national GDP, in 2019, as reported by the Ministry of Tourism and Creative Economy. However, the challenge facing the industry is the undervaluation of domestic works, which hinders its growth potential. It is essential to cultivate a sense of pride in domestic products and appreciate their value to drive the creative economy's growth in Indonesia. This can be achieved through innovation, creativity, and originality from entrepreneurs.

Bibliometrics is a field that employs mathematical and statistical methods to conduct quantitative investigations of various forms of media and discern patterns of knowledge evolution[2,3]. The objective of this research is to apply bibliometric analytical techniques to identify and understand Entrepreneurial success in the creative industry. This study will serve as a reference and guide for business owners, academics, and researchers who are interested in entrepreneurship in the creative industry. The success of this research will be measured by the ability to provide insightful answers to the following questions:

RQ 1. How is the trend of the Creative Entrepreneur publication in scientific journals?

RQ 2. What countries have contributed to the transformation of this science?

RQ 3. Which journals that have the most contribution in Creative Entrepreneur publications?

RQ 4. Which authors have the most contribution in Creative Entrepreneur publications?

RQ. 5. What keywords are the most popular and relevant to this publication?

2 Methods

This research utilized bibliometric analysis to comprehensively evaluate and understand the visualization of scientific publishing data. The results of this study can aid researchers in identifying trends and potential future study opportunities. The method employed by this research involved the collection of information such as publication type, title, keyword, author, institution, and country data. The integration of two key processes in bibliometrics, performance analysis and science mapping, was observed. Specifically, the study employed bibliometric performance analysis approaches, including word frequency analysis, citation analysis, and the counting of publications by various criteria. The research was conducted using a three-stage approach, which involved the utilization of search criteria and source identification, software and data extraction, and data analysis and interpretation, as depicted in **Fig. 1**.

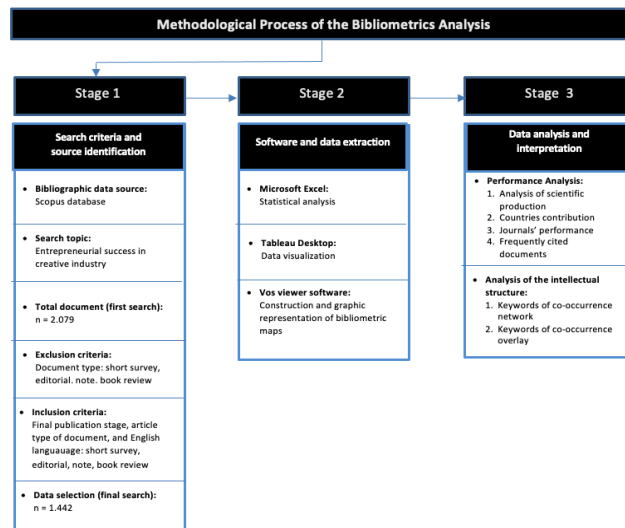


Fig. 1. Methodology Process of the Bibliometric Analysis

2.1 Source of Data

In light of the comprehensive nature of the Scopus database in providing citation and abstract data for scientific articles, it was deemed the most suitable resource for this inquiry. Consequently, the widespread utilization of Scopus in bibliometric research is not surprising.

2.2 Source of Data

This study employs the keyword criteria derived from prior research in the field of entrepreneurship that identified entrepreneurial success in creative industry. The aforementioned Entrepreneurial Success in Creative Industry were used as search terms to retrieve bibliographical results from the Scopus database. The researcher employs data mining functions or syntax, such as the (OR & AND) command, to search for keywords in the Scopus database as follows:

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TITLE-ABS-KEY ( "Creative Entrepreneur*" OR "Creative Industry" OR "Creative Business*" OR "Entrepreneurial Success" ) AND ( LIMIT-TO ( PUBYEAR , 2023 ) OR LIMIT-TO ( PUBYEAR , 2022 ) OR LIMIT-TO ( PUBYEAR , 2021 ) OR LIMIT-TO ( PUBYEAR , 2020 ) OR LIMIT-TO ( PUBYEAR , 2019 ) OR LIMIT-TO ( PUBYEAR , 2018 ) OR LIMIT-TO ( PUBYEAR , 2017 ) OR LIMIT-TO ( PUBYEAR , 2016 ) OR LIMIT-TO ( PUBYEAR , 2015 ) OR LIMIT-TO ( PUBYEAR , 2014 ) ) AND ( LIMIT-TO ( EXACTKEYWORD , "Creative Industries" ) OR LIMIT-TO ( EXACTKEYWORD , "Innovation" ) OR LIMIT-TO ( EXACTKEYWORD , "Cultural
  
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And Creative Industries" ) OR LIMIT-TO ( EXACTKEYWORD ,
"Entrepreneurship" ) OR LIMIT-TO ( EXACTKEYWORD ,
"Creativity" ) OR LIMIT-TO ( EXACTKEYWORD , "Creative
Economy" ) OR LIMIT-TO ( EXACTKEYWORD , "Entrepreneur-
ial Success" ) ) AND ( LIMIT-TO ( LANGUAGE , "English"
) ) AND ( LIMIT-TO ( SUBJAREA , "SOCI" ) OR LIMIT-TO
( SUBJAREA , "BUSI" ) )

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Subsequently, the Vosviewer software was used for the bibliometric analysis, and co-word analysis was employed in order to discuss the key concepts regarding entrepreneurial success in the creative industry.

2.3 Inclusion and Exclusion Criteria

This investigation focused on the keywords related to the Creative Industry and Entrepreneurial Success in article journal publications. Following the identification of these keywords, the initial stage of strategy analysis involved determining the distribution years for each author. It was confirmed that the years 2014 to 2023 would be used to encompass the necessary data. This step ensures that all relevant keywords are included and that the complete period is covered. Only articles that were designated as such at the time of final publication and were written in English by authors who met the inclusion criteria were considered for the analysis. In total, 1,442 articles were utilized as the basis for the literature review.

2.4 Data Analysis

The findings of the study are presented utilizing network visualization in VOS Viewer, in the form of graphs, tables, and maps. The bibliometric analysis examines the frequency of journal article publishing, considering factors such as nation, journal publisher, author, and the most frequently referenced or cited articles. Additionally, a keyword network analysis and an overlay analysis were conducted to identify essential study domains and the most common keyword subjects. The network analysis of the links between the article's keywords was carried out using VOS Viewer software, with the results displayed in a network graph consisting of nodes, keywords, and network lines that connect nodes with a relationship. The size of a node will expand proportionally to the frequency with which a term or keyword appears in the search results, and the proximity between nodes determines their connection frequency. It is always possible to be close to the nodes in the network.

3 Results and Discussion

The concept of bibliometrics encompasses the creation of a publication profile for a specific subject, as well as the identification of pattern and trend characteristics within a discipline. This field can be further divided into two subcategories: performance evaluation and scientific bibliographic mapping, also known as bibliometric mapping. The process commences with a review of past performance[4].

3.1 Publication Trends

Following a review of the criteria for inclusion and exclusion, the following 1,442 articles are utilized and examined in this study. Commencing in 2014, there was a substantial rise in the quantity of scholarly articles pertaining to this subject matter. Consequently, the publication trend in the creative industry is rising rapidly each year. The first substantial increase occurred in 2019. The publication trend has increased to 2022, with 200 articles.

3.2 Author' Contribution to Entrepreneurial Success in Creative industry

An analysis of publications on entrepreneurial success in the creative industry has revealed that Daniel R. and Alacovska A. are the most prominent contributing authors, with a combined total of twenty-seven publications. The study focuses on scholarly articles published between 2012 and 2022 that address creative industry concerns related to entrepreneurial success. The results indicate a marginally significant difference in the number of documents published by each author.

3.3 The Most Cited Authors in Entrepreneurial Success in Creative industry

Over the years, numerous studies have been published on the topic of entrepreneurial success in the creative industry. These studies have been conducted by various publications, and have been classified based on the number of citations they have received. This method is commonly used to evaluate the contribution of authors, as demonstrated in previous research. The level of influence, production, and contribution made by an article to the scientific community is believed to be reflected by the total number of citations it receives.

3.4 The Most Used Keywords in Studies

This study aims to provide an analysis of the keyword distribution inside the article. VOS Viewer is utilized to generate an interactive co-occurrence map. Figure 2 illustrates the importance of employing VOS viewer software in this investigation, as it produces the co-occurrence network pertaining to entrepreneurial success within the creative business. After entering the metadata for the analysis of the keywords, a total of 5.431 keywords linked to entrepreneurial success in the creative industry in 655 articles were obtained. It meets 40 requirements for the minimum amount of 20 keyword occurrences out of 5.431 total keywords. It appeared as shown in the **Fig. 2** below:

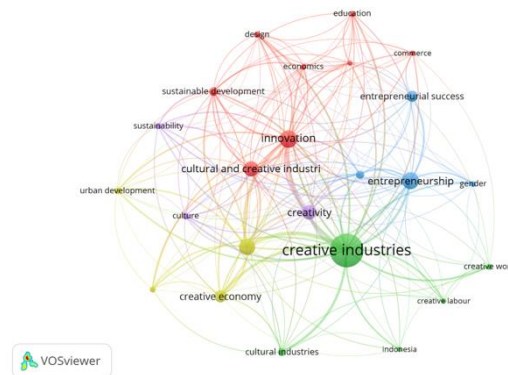


Fig. 2. Network Visualization of Keywords

3.5 Trends Keywords in Studies

The VOS Viewer software conducts an analysis of the most commonly occurring terms within a given year of publication. The keywords' trend from 2014 to 2023 has been examined. The node's color displays the yearly average number of publications using its keywords[5]. We extracted 1,442 articles on entrepreneurial success in the creative industry that contained 5,431 keywords; 40 of the co-occurring keywords met the threshold. Figure 3 illustrates the distribution of co-occurring keywords across the dimension of the points and the clustering networks. This analysis yielded five distinct subclasses of co-occurring keywords that exhibit a significant frequency. These subclasses provide valuable insights about the overall landscape and themes explored within this particular theme.

The most frequently occurring co-words identified several clusters after removing the search terms: (i) in green, titled creative industries, creativity is the central theme. This cluster focuses on creativity as an industry, as well as the creative economy and creative work. It also accentuates the rural geography and creative labor of Indonesia; (ii) purple color, pertaining to creativity with culture and sustainability ; (iii) red color, pertaining to innovation, highlighting design, economics, education, commerce, sus-tainable development, economics, and cultural and creative industries, as the most co-occurring themes ; (iv) blue color, referred to as entrepreneurial success, highlighting entrepreneurship, entrepreneur, and gender, as the dominant themes ; (v) yellow color, highlighting Creative Industry, creative industries Creative industries, entrepreneurship, creative economy, innovation, entrepreneurial success, and creativity are the keywords that were discovered by analyzing the high-frequency keywords from 2014 to 2023 as the most recent publication dates (see **Fig. 3.** Keyword Trends).

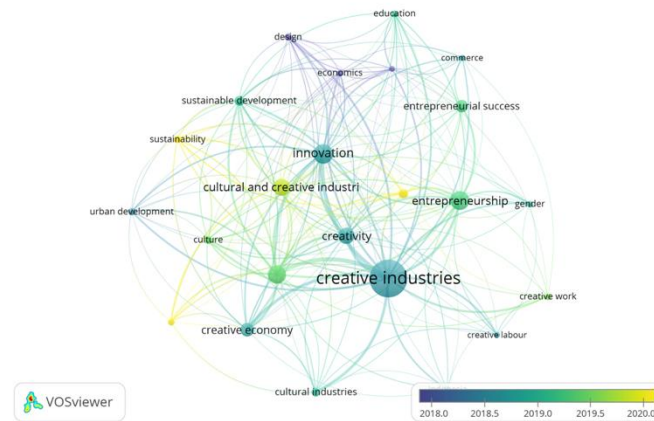


Fig. 3. Keyword Trends

3.6 The Themes of Entrepreneurial Success in Creative Industry

Creativity as an important element. When developing new products, creative actors must choose between art and the market. Then, Innovation, it is widely regarded as the most important factor for economic development and growth. 9. Since creativity is necessary for innovation[6], researchers from a variety of disciplines are interested in the creative industries and their leaders, who are specialists in creativity and innovation[7]. Third, entrepreneurial success. Research highlights the factors to be a successful entrepreneur, in numerous ways, entrepreneurship has distinct characteristics in comparison to traditional paid employment. Entrepreneurs often undertake a substantial level of risk, which often lacks proper diversification[8]. As a result, we can conclude that the conducted research demonstrates that creative entrepreneurship and the creative industry are an expanding field of study, with various theoretical approaches being applied to a variety of empirical contexts.

3.7 Main Trends and Issues in Creative Industry

Irfan Wahid, chairman of the Creative Industries Committee of the National Economic and Industrial Committee (KEIN), outlined the most pressing challenges confronting Indonesia's creative industries. Irfan disclosed that administration of creative industry development must be integrated. Business studies typically emphasis creative behavior, one of the key components of creativity alongside diverse thought and creative personality, among others. The presence of creative behavior plays a crucial role in the entrepreneurial process as it allows entrepreneurs to identify and discern patterns and trends that facilitate the identification of possibilities, ultimately influencing the level of entrepreneurial success achieved[9].

3.8 Self-Creativity and Entrepreneurial Success

Entrepreneurial creativity refers to the act of conceiving and executing novel and advantageous ideas pertaining to products, services, processes, and business models, in order to launch a profitable new business. Entrepreneurial creativity encompasses innovative and practical business problem solutions, innovative business strategies, and innovative modifications to the entrepreneurial process[10]. Entrepreneurial innovation plays a pivotal role in the achievement of new businesses within the creative industries[11]. The cultural worth of a product or service is heavily influenced by its novelty, distinctiveness, and originality, as these factors play a significant role in attracting and garnering appreciation from potential consumers[12].

3.9 Opportunities in Creative Industry

Globally, creative industries have been expanding and developing, particularly in developed nations. Certain countries' creative industries are more or less dependent on their respective capitals. The creative economy is gaining significance within contemporary post-industrial economies that rely on knowledge-based activities. This is attributed to its perceived capacity to generate above-average levels of income and employment. Additionally, the creative economy plays a crucial role in shaping cultural identity during the developmental phases of certain societies[13]. The competitive advantage of a nascent enterprise stems from the founders' capacity to identify and discern business prospects[14]. The results of the case study suggest that the recognition of possibilities plays a crucial role in the creation of novel goods and subsequent success in the high-technology industry[15].

4 Conclusion

The integration of creativity, innovation, and sustainability has a substantial impact on entrepreneurial success in the creative industry. An examination of bibliometric techniques for measuring entrepreneurial success in the creative industry revealed the formation of global research trends during the course of the study's years. The most relevant keywords are those employed to retrieve articles from the Scopus database. A comprehensive collection of 1,442 resources pertaining to the topic under discussion been amassed. As a result, compared to prior years, the quantity of these publications has significantly increased in 2019. Based on the research findings, it can be observed that the United Kingdom made the most significant contributions to academic publications. The most papers have ever been published outside of those nations. With "Copenhagen Business School, Denmark" the organization of the most active documents in this subject. There is a frequently cited paper written by O'Brien D., according to a global study of cited papers. With 311 citations overall, it is regarded as the most illustrious author. It is showing that there are nine keyword clusters that are connected. The color of each keyword cluster, such as the ones for "creative industries," "innovation," "creativity," "entrepreneurship," "creative economy," "sustainable development," "entrepreneurial success," and "sustainable," served as a representation of each cluster. The

results of this study have important implications for creative industries and entrepreneurial success around the world. It can be utilized as a reference for upcoming research in the most pertinent keyword categories at any moment. Finally, it can be said that these findings can help academics, business owners, and researchers locate pertinent data about entrepreneurial success in the creative industry as part of the research.

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