

A Global Study of Business, Management and Accounting's Creative Economy

Katherin Parral*

Department of Marketing, University of Valencia, 36310 Valencia, Spain

Introduction

The phrase "creative economy" (CE) has gained popularity over the past three decades all over the world as a means of coping with the quick changes that have occurred in both economies and society. Additionally, by encouraging the coordinated acquisition of creativity, knowledge, and technology, CE may significantly contribute to the expansion and maintenance of national economies while upholding sustainable development. As a result, CE has emerged as a pertinent issue for nations and their economy, given that it is used in both developed and developing nations, despite the absence of official backing and public policies that would enable adequate growth. The CE is a model of innovation and economic growth, offering a crucial function in the sector. These creative sectors are essential for development, job creation, and global trade. They cover a wide range of activities, such as the creation, production, and delivery of both tangible and intangible intellectual or artistic goods and services [1,2]. These industries cover a wide range of economic activities, including advertising, photography, architecture, designer fashion, R&D, software, and electronic publishing.

Discussion

They also include the arts (painting, music, performing arts), audio-visual (cinema, television, video games), and photography. In order to strengthen professional careers in the arts, sciences, and culture as well as to encourage social inclusion, the creative economy facilitates employment and qualification. The UK is the primary contributor, working on 140 papers with 25 different nations [3-5]. This outcome was expected given that the Department for Digital, Culture, Media, and Sport published the first report on the creative industries in the 1990s. The United Kingdom is now the country that leads scientific production in this area. This publication marked a shift in the debate about how the creative and cultural industries develop and deliver value, exporting this knowledge to other European nations, North America, and even Asia. The journal with the greatest number of publications on this topic is the UK's Creative Industries Journal, which also contributed to the dissemination of 65 papers [6].

Conclusion

The cognitive structure of the creative economy (CE) in business, management, and accounting during the previous three decades might be assessed thanks to this bibliometric investigation. The performance study also reveals a rising interest in academics and society by recording 687 scientific

articles between 2011 and 2021, a concentration of 79.6%. The contributions of 146 countries, including the United Kingdom, Indonesia, and the United States; (ii) 267 journals, including the Creative Industries Journal; (iii) 1340 authors, including Minghui Chen from the National Chung Hsing University (Taiwan); and (iv) the publication with the highest citation count, "Creativity and Tourism. The State of the Art" by Tilburg University's Greg Richards.

Acknowledgement

None.

Conflict of Interest

None.

References

1. Cai, Gang and Chunmei Ni. "The analysis of sharing economy on new business model based on bp neural network." *Comput Intell Neurosci* (2022).
2. Amiot, Catherine E., Christophe Gagné and Brock Bastian. "Pet ownership and psychological well-being during the COVID-19 pandemic." *Scientific reports* 12 (2022): 1-14.
3. Smith, Lauren Margaret, Rupert Quinell, Alexandru Munteanu and Sabine Hartmann, et al. "Attitudes towards free-roaming dogs and dog ownership practices in Bulgaria, Italy, and Ukraine." *PloS one* 17 (2022): e0252368.
4. Negi, Garima and Smita Tripathi. "Airbnb phenomenon: A review of literature and future research directions." *J Hosp Tour Insights ahead-of-print* (2022).
5. Li, Hui, Yijin Kim and Kannan Srinivasan. "Market shifts in the sharing economy: The impact of airbnb on housing rentals." *Manag Sci* (2022).
6. Cha, Hongryol, Masaaki Kotabe and Jie Wu. "Reshaping internationalization strategy and control for global e-commerce and digital transactions: A hayekian perspective." *Manag Int Rev* (2022): 1-32.

How to cite this article: Parral, Katherin. "A Global Study of Business, Management and Accounting's Creative Economy." *Arabian J Bus Manag Review* 12 (2022): 458.

*Address for Correspondence: Katherin Parral, Department of Marketing, University of Valencia, 36310 Valencia, Spain, E-mail: katherinp@gmail.com

Copyright: © 2022 Parral K. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Received: 13 August 2022, Manuscript No. jbm-22-82624; **Editor Assigned:** 15 August 2022, PreQC No. P-82624; **Reviewed:** 27 August 2022, QC No. Q-82624; **Revised:** 03 September 2022, Manuscript No. R-82624; **Published:** 10 September 2022, DOI: 10.37421/2161-5833.2022.12.458