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Culture and arts management: A bibliometric analysis using software

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Abstract

This article aims to make a comparative analysis of academic publications on cultural management and art management in the field of architecture through software programs. The bibliometric analysis method was used as a method in the research. This method is an effective analysis method to show the trend of existing publications from an objective and quantitative point of view and to create visual maps. The data of the study were collected between February 29, 2024, and March 15, 2024. The analysis of the research data was carried out with the VOSviewer software program. An evaluation was made according to the findings of these analyses. As a result of the research, it was concluded that the number of publications in the field of culture and arts management is low and more research should be done in the field. In addition, this publication aims to examine and reveal the visibility of academic publications in the field of culture and arts management and to contribute to future research by evaluating existing publications through software programs.

1. Introduction

"Culture is the transfer of material and spiritual values such as eating, drinking, dressing, handicrafts, language, religion, literature, traditional folk dances, traditions, and customs produced by one or more societies in the historical process from generation to generation in a complete manner." [1]. The concept of culture is also a dynamic concept that shapes human behavior and the development of the social environment as an indispensable part of social life. In the social sciences, culture refers to the interactions of individuals and communities in areas such as thought, art, education, and philosophy, and the reflections of these interactions on social heritage and traditions. In the historical process, the structure and scope of the concept of culture have been handled by different disciplines with various definitions, and these definitions have led to the view of culture as the development of the intellectual structure in society and how individuals adapt to the environment [2]. Culture management refers to the process of creating, sharing, sustaining, and developing cultural values in organizations. This concept includes a set of strategies, practices, and methods that shape the cultural identity of businesses and organizations. When the literature on Cultural Management is reviewed, the current publications that can be accessed are [3-5]. Cultural Management in the context of local governments [3]. Comparatively examined arts and cultural management education in Turkey and the world [4], examined, street music and street musicians in the context of cultural management [5]. Art is an aesthetic reflection of natural and social realities. This aesthetic dimension gives people pleasure and joy, gives new perspectives, distances them from single truths, destroys prejudices, leads people to behave like human beings, enlightens brains, and sensitizes hearts [6].

Arts management: is the direction of art and artists in a scientific sense. It aims to acquire the knowledge and experience necessary for the management of art forms such as courses, workshops, galleries, theaters, and concerts. It also includes business creation, investment, capital raising, price calculation, promotion, and protection. An art management is also is under the influence of the political, economic, social and ideological conditions of the environment; it is also closely linked to the personalities of the managers [7].

Table 1. Main references on culture and arts management.

Author (s). Year	Reference	Publication Titles	Publisher
Dewey, P. (2004).	[8]	From arts management to cultural administration.	International Journal of Arts Management
DeVereaux, C. (2018).	[9]	Arts and Cultural management.	Routledge.
Hua, F. (2018).	[10]	Arts and Cultural Management. Arts and Cultural Management: Sense and Sensibilities in the State of the Field.	Routledge.
Mandel, B. (2017).	[11]	Arts/cultural management in international contexts.	Georg Olms Verlag AG.
Ebewo, P., & Sirayi, M. (2009).	[12]	The concept of arts/cultural management: A critical reflection.	The Journal of Arts Management, Law, and Society
Jung, Y., Vakharia, N., & Vecco, M. (Eds.). (2024).	[13]	The Oxford Handbook of Arts and Cultural Management.	Oxford University Press.
Paquette, J., & Redaelli, E. (2015).	[14]	Arts management and cultural policy research.	Springer.
Paquette, J., Redaelli, E., Paquette, J., & Redaelli, E. (2015).	[15]	Academic beginnings: Arts management training and cultural policy studies.	Arts management and cultural policy research,
Evard, Y., & Colbert, F. 2000.	[16]	"Arts Management: A New Discipline Entering the Millennium?"	International Journal of Arts Management,
Chong, D. 2000.	[17]	"Re-readings in Arts Management."	The Journal of Arts Management, Law, and Society,
Chong, D. (2009).	[18]	Arts management.	Routledge.
Byrnes, W. J. 1999.	[19]	Management and the Arts, 2nd edition.	Boston: Focal Press
Pick, J. & Anderton, M. 1996.	[20]	Arts Administration, 2nd edition. .	New York: E & FN SPON
Radbourne, J. 1996.	[21]	Arts Management: A Practical Guide.	Sydney, Australia: Allen & Unwin.
Wroblewski, L. 2017.	[22]	Culture Management: Strategy and marketing aspects.	Logos Verlag Berlin.

A review of the literature on arts management reveals that recent publications [7, 23, 24], discussed the subject in the context of art management and the roles, functions, and importance of art managers [7]. For comprehensive main references on arts and culture management (Table 1). The roles and functions of arts management and arts administrators and their impact on society are discussed in this article [23], examined that arts management should be addressed in different contexts within the arts and the role of the curator in arts management [24]. The pyramid in Figure 1 shows a conceptual map of theoretical use in arts management research.

In this research, the concepts of culture and arts management will be examined through bibliometric analysis management through studies conducted in the field of architecture. The current publications of the research will contribute to the categorization of past publications. In this research, the concepts of culture and arts management will be examined by examining the bibliometric analysis of management through the studies conducted in the field of architecture. This research will contribute to the existing publications, categorizing the past years and revealing effective studies.

Figure 1. Conceptual map of theoretical use in art management research [25].

2. Method

Bibliometric analysis is a quantitative method used to systematically examine and describe published articles from past to present. It helps researchers evaluate academic studies in the field they focus on [26, 27]. Bibliometric analysis examines secondary data obtained in a digital database using secondary data from a quantitative and objective point of view [28]; therefore, it can offer a systematic, transparent, and reproducible review process and subsequently improve the reliability and quality of the review [29]. In this study, bibliometric analysis, which is a quantitative research method, was used as a method [30-33]. In addition, bibliometric analysis is a technique used to quantify the factors that determine the quality of research. Bibliometric analysis is based on the indicators that it depends on the methodology based on the reliability related to the research topic and requires data sets obtained from relevant databases on the subject [34-36].

In the literature, there is a bibliometric analysis method in culture and arts management research. Examples of these are arts and culture [36], arts-based management [37], cultural and creative industries [38], cultural heritage [39], art therapy [40], and organizational culture [41].

This research is a systematic literature review and scientific mapping method. A systematic literature review was conducted between February 29, 2024, and March 15, 2024, using Web of Science Core Collection databases. In the data collection phase of the research, publications between 2020-2024 were included in the research, while publications from other years were excluded from the Web of Science Core Collection database [16]. In the Web of Science Core Collection database, the research words "Cultural Management" (Topic) or "Arts Management" (Topic) or "Cultural Management" and "Arts Management" (Topic) or "Culture and Arts Management" (Topic) or "Arts" (Topic) or "Culture" (Topic) or "Arts" (Topic) or "Culture" (Topic) were searched in six separate lines in the Topic words. Architecture was selected as a category in the database. The data were collected between February 29, 2024, and March 15, 2024. In the second step of the research, network visualization was performed by analyzing the data accessed from the Web of Science Core Collection database through VOSviewer software. In this analysis, the relationship networks between authors, citations, countries and most used words were visualized [42].

3. Results

This section describes the findings obtained from the data collected between February 29, 2024, and March 15, 2024. The data accessed from the Web of Science Core Collection database were analyzed through VOSviewer software and network visualization was performed.

3.1. Co-authorship of authors

According to the co-authorship analysis of the authors, a network map was created by determining at least 1 publication and at least 1 citation criteria to identify the most connected and collaborating authors. According to the analysis conducted among the names with the highest number of connections between them, it was determined that there were 14 names combined in 2 clusters and 63 connections in total. Each of the 3 most connected authors in the cluster had a total of 39 connections. The figures show in detail network visualization (Figure 2) and density visualization (Figure 3).

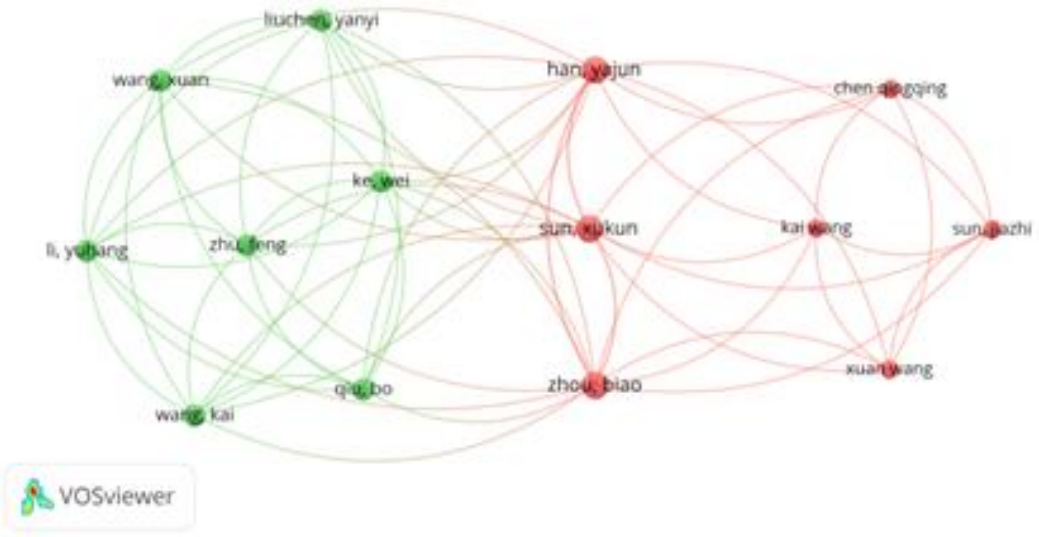

Figure 2. Co-author links demonstrating collaboration between authors (Network visualization).

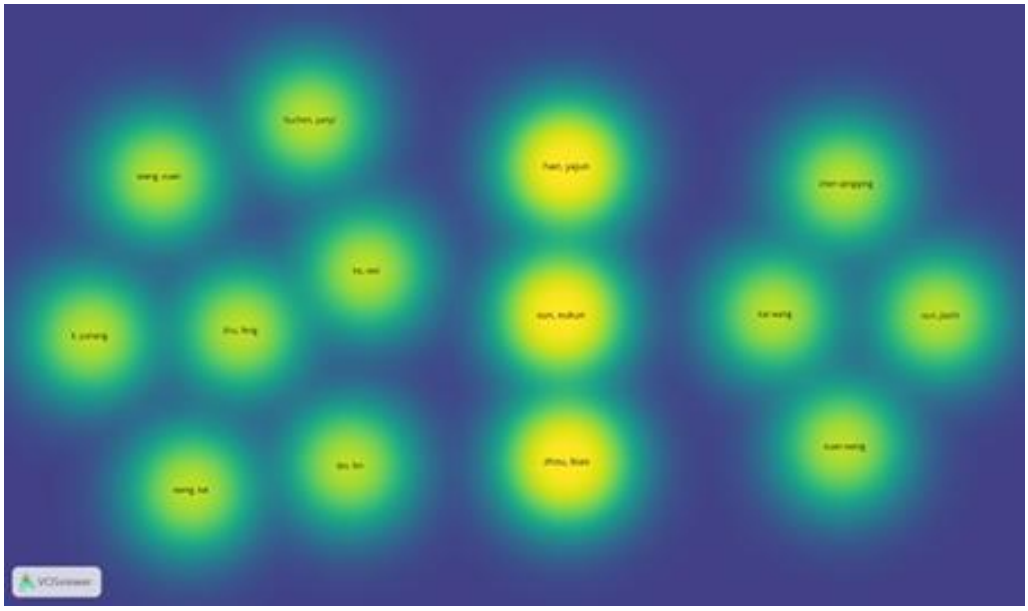

Figure 3. Co-author links indicating collaboration between authors (Density visualization).

3.2. Citation of authors

In order to identify citation networks, a network map of author citation analysis with at least 1 publication and at least 1 citation criterion was created. In the analysis made on 7 units that were found to be connected to each other, it was determined that there were 2 clusters and 14 connections in total. The most cited authors are 28 citations. These three authors are not in the top three in terms of total link strength (Figure 4) and density visualization (Figure 5).

3.3. Citation of countries

To create a network map of the citations of publications by country, 66 observation units with a relationship between them were analyzed within the scope of the criteria of publishing at least 1 work by a country and receiving 1 citation. 7 clusters, 23 links, and 29 total link strengths were identified. The countries with the highest number of citations were Italy (160 citations), the People's Republic of China (149 citations) and the UK (90 citations). In terms of total link strength, only the People's Republic of China is among the top three countries. In terms of the number of publications, Italy (246 publications), Spain (221 publications), and the United States of America (219 publications). The figures show in detail network visualization (Figure 6) and density visualization (Figure 7).

3.4. Citation of organizations

To create a network map of inter-institutional citations, an analysis was made on 502 observation units with a relationship between them within the criteria of publishing at least 1 work by an institution and receiving 1 citation. University of Polytechnic Madrid (44 publications), Polytechnic University of Milan (32 publications), and University of Valladolid (22 publications) were represented, while the address institutions of the most cited publications were Delft University of Technology (44 citations), University of L'Aquila (30 citations) and University of Florence (29 citations). In terms of total link strength, none of these institutions ranked in the top three. In total, 2 clusters, 5 links, and total link strength of 6 were identified. The figures show in detail network visualization (Figure 8) and density visualization (Figure 9).

3.5. Co-occurence of all keywords

When we look at the most frequently used minimum 5 criteria and keywords in publications on Culture and Arts Management, the words Architecture with 83 repetitions, London with 34 repetitions, Culture with 34 repetitions, Cultural Heritage with 31 repetitions, and Art with 30 repetitions are in the first place. In terms of total link strength, the strongest expressions were London (117), New York (102), and Architecture (90). As a result of the analysis conducted with 163 observation units that were seen at least 5 times and had a relationship between them, a total of 7 clusters, 1002 links, and 1435 total link strength were identified. The figures show in detail network visualization (Figure 10) and density visualization (Figure 11).

3.6. Bibliographic coupling of documents

Bibliographic matching analysis is used to understand important topics, key concepts, and relationships between these concepts in the scientific literature. According to the analysis conducted with 203 unit works selected with the criterion of having at least 1 citation and having links between them, 19 clusters, 476 links, and 576 total link strength were obtained. The publications with the highest number of bibliographic matches were [43] with 28 citations, [44] with 26 citations, and [45] with 22 citations. The works with the highest total link strength were [46-48]. The figures show in detail network visualization (Figure 12) and density visualization (Figure 13).

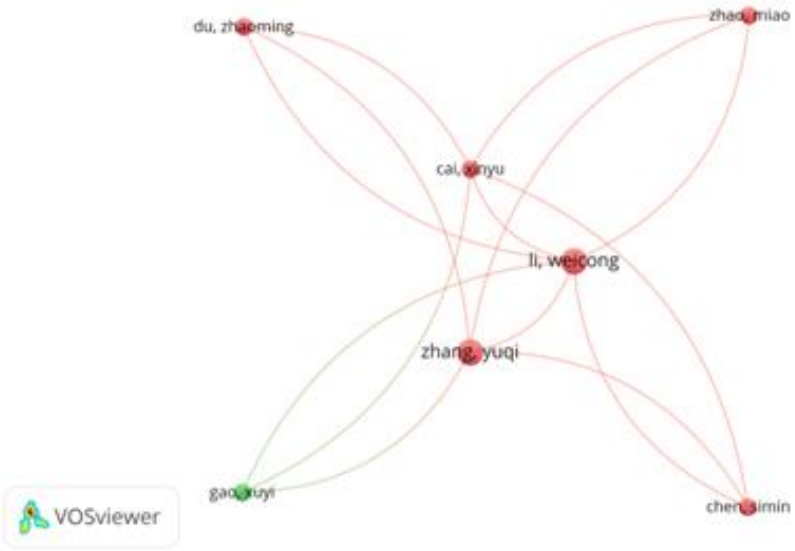

Figure 4 Author citation links (Network visualization).

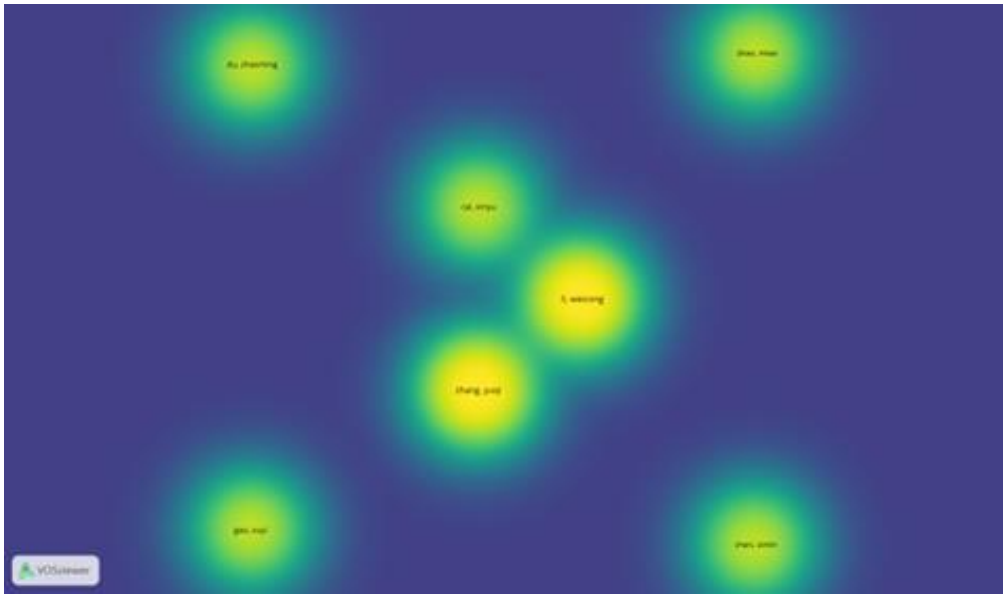

Figure 5. Author citation links (Density visualization).

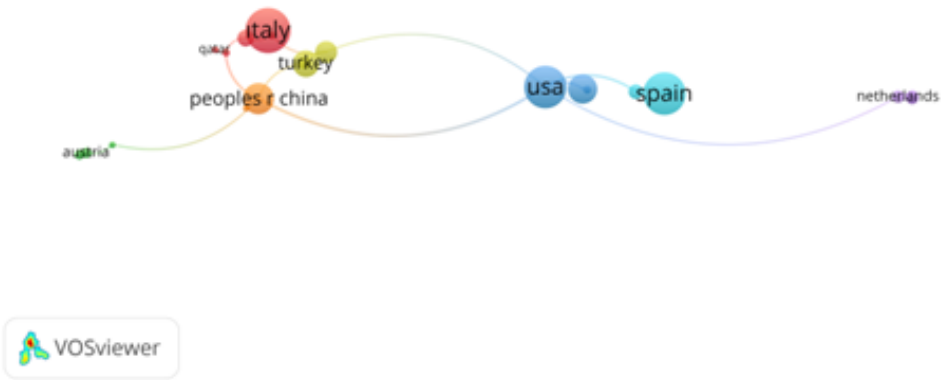

Figure 6. Country citation links (Network visualization).

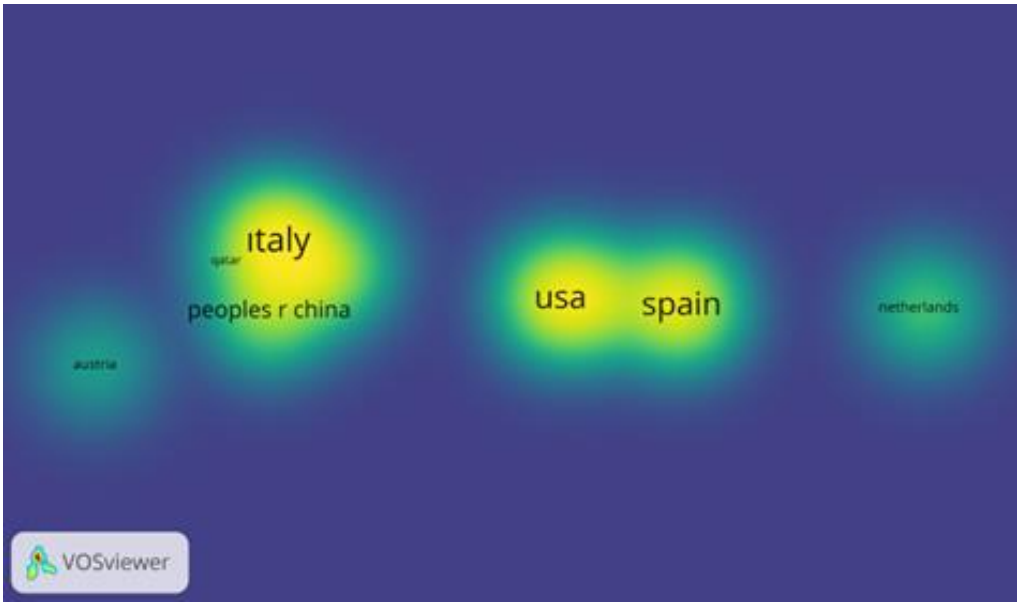

Figure 7. Country citation links (Density visualization).

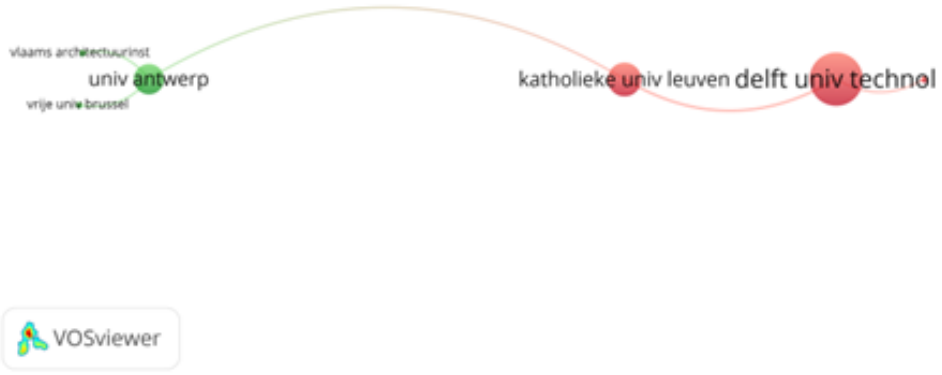

Figure 8. Affiliation citation links (Network visualization).

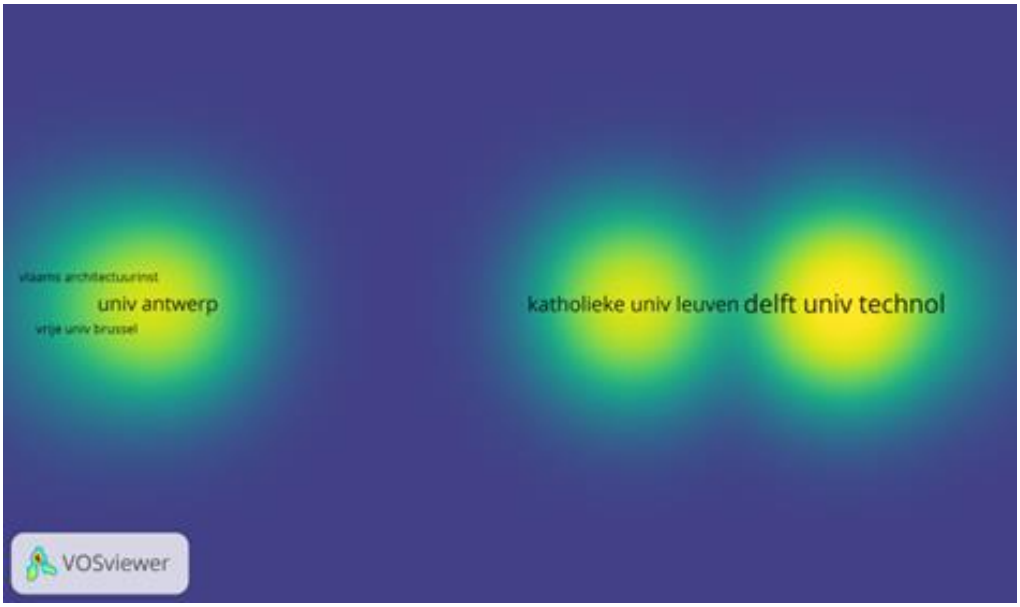

Figure 9. Affiliation citation links (Density visualization).

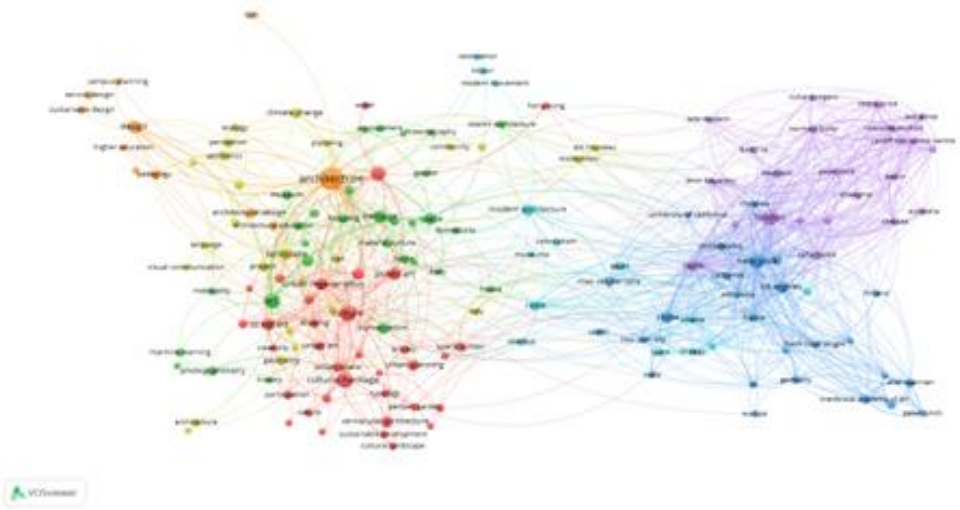

Figure 10. Keyword links (Network visualization).

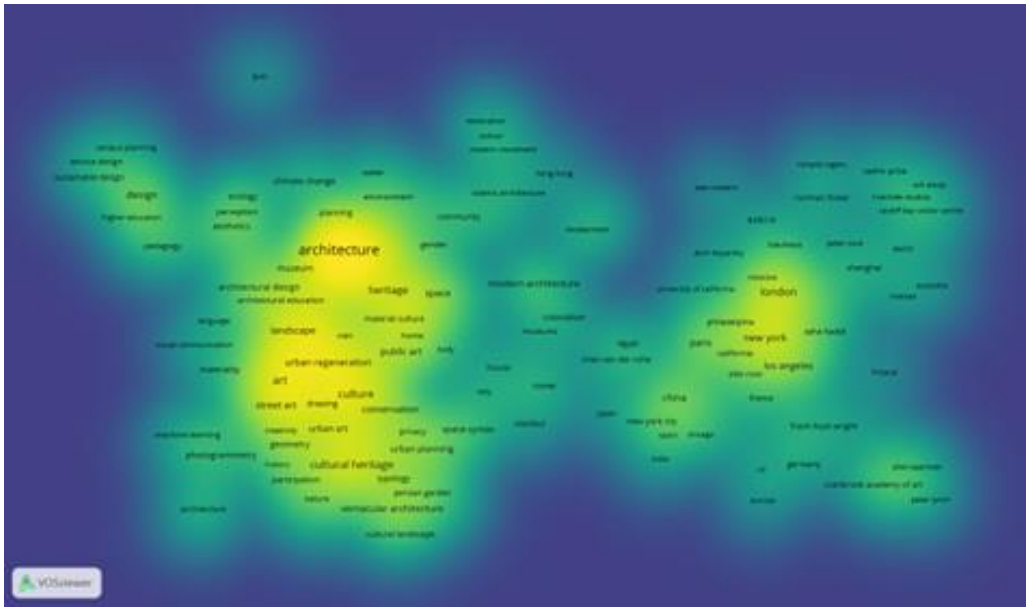

Figure 11. Keyword links (Density visualization).

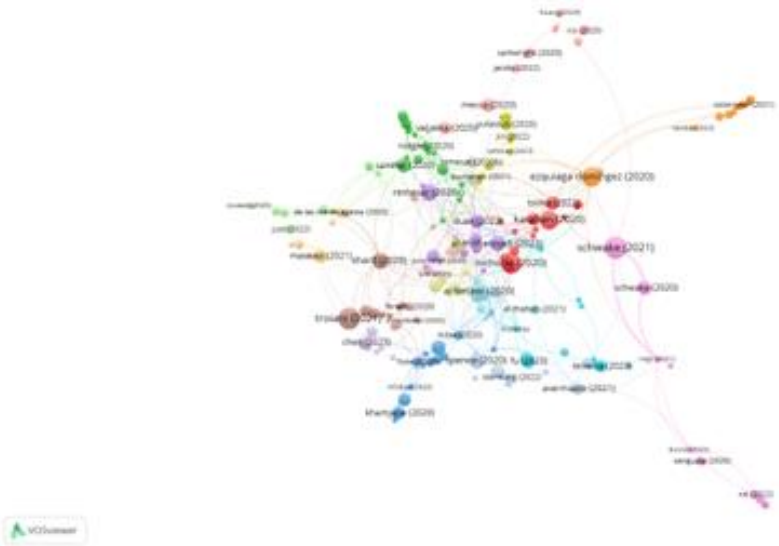

Figure 12. Bibliographic coupling links of texts (Network visualization).

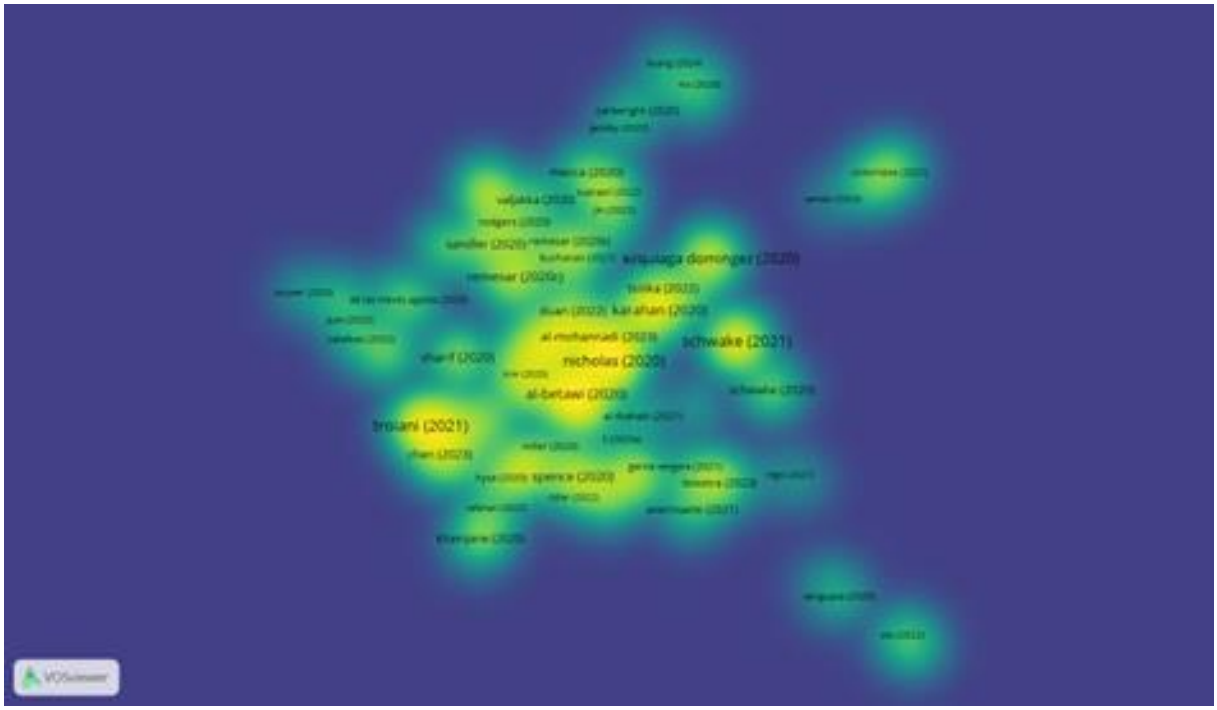

Figure 13. Bibliographic coupling links of texts (Density visualization).

3.7. Bibliographic coupling of authors

According to the analysis conducted with 452 units selected with the criteria of having at least 1 published work and 1 citation, 41 clusters, 2769 links, and 23698 total link strength were obtained. The authors with the highest number of bibliographic matches were [49] with 5 citations (697 link strength), [50] with 5 citations (697 link strength), [51] with 5 citations (697 link strength), and [52] with 5 citations (697 link strength). The figures show in detail network visualization (Figure 14) and density visualization (Figure 15).

3.8. Co-citation of cited-authors

Different sources cited in a publication are called co-citation. According to the analysis conducted over 48 units with a minimum number of 18 citations, 6 clusters, 466 links and 1894 total link strength were determined. The figures show in detail network visualization (Figure 16) and density visualization (Figure 17).

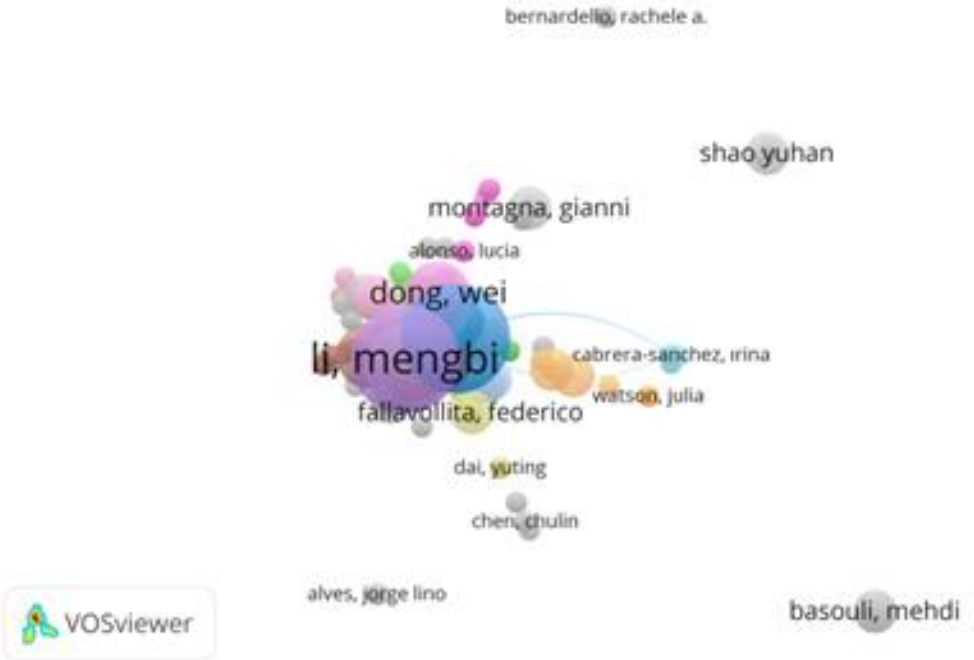

Figure 14. Bibliographic coupling links of authors (Network visualization).

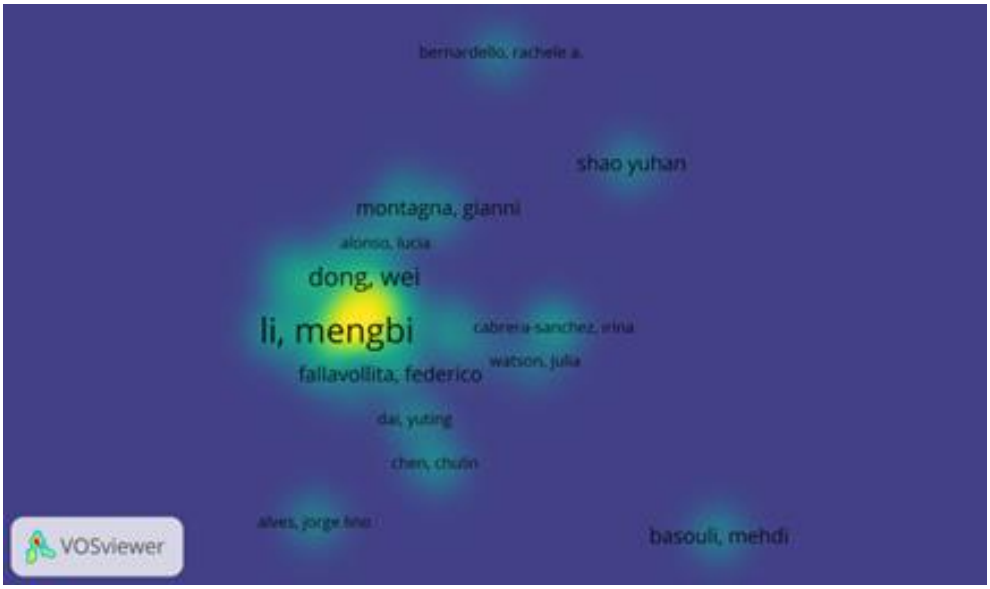

Figure 15. Bibliographic coupling links of authors (Density visualization).

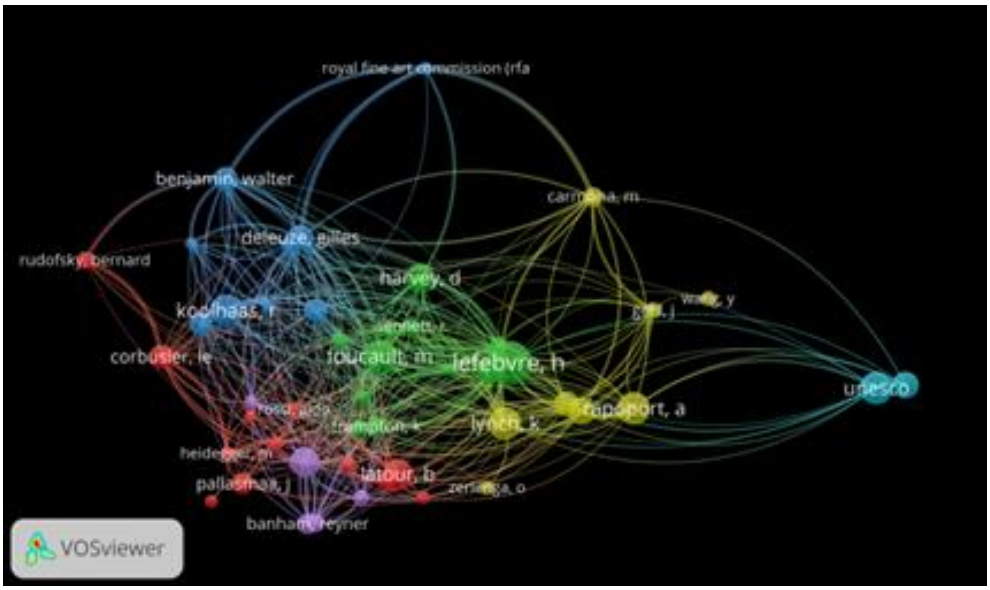

Figure 16. Co-citation of cited-authors Links (Network visualization).

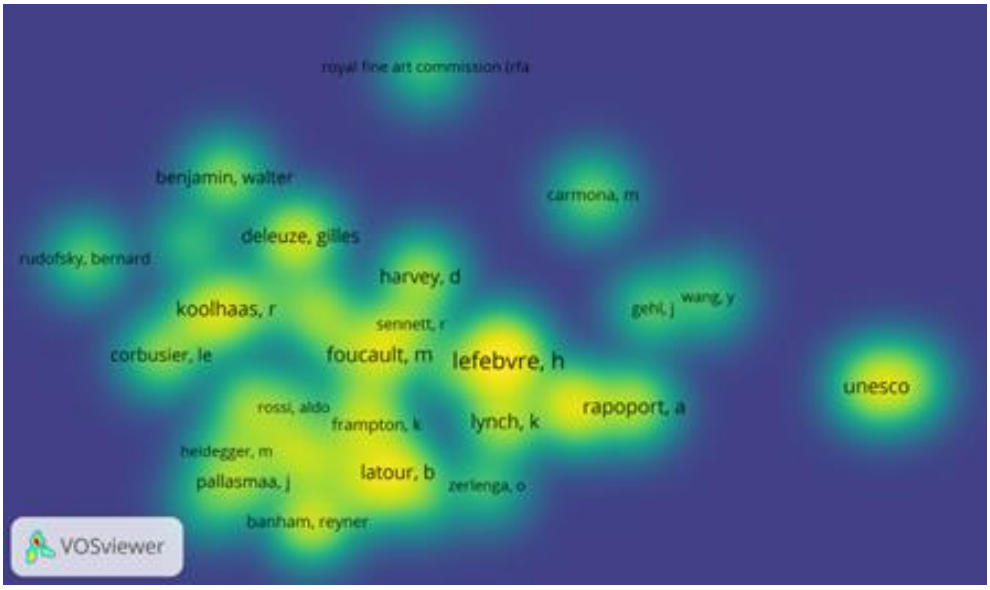

Figure 17. Co-citation of cited-authors links (Density visualization).

4. Discussion

According to the co-authorship analysis, it is seen that the most cited authors and the authors who produce the most works are not the same people. This reveals that the authors who produce the most works are not the most productive. When the citation analysis of the countries was analyzed, it was found that Italy was the country with the highest number of citations and the highest number of publications. According to this result, it is concluded that Italy has high publication productivity.

According to the keyword analysis, Architecture, which is the most recurring keyword, was found to be among the top three words with the highest link strength. Also, culture and arts management and most relevance publications are in Web of Science; choosing cultural management as a profession [53], mapping arts management graduate education [54], the concept of arts and cultural management [55], students' perceptions of arts and cultural management [56], the way academic programs for arts and sciences in Germany have changed cultural management curricula and teaching methods [57]. In additionally, cultural management students' expectations of internships in arts and sciences [58], a critical look at curricula in arts management [59], how arts and cultural management have changed historically in Brazil [60]. In addition, implications for arts management [61], critical issues for research in arts management [62], and research of arts management educators' teaching on diversity issues [63].

Comprehensively analyzing these publications, and comparing their aims, methods, and findings, provides important literature for future research and analysis of publications related to culture and arts management in the field of architecture [64]. The recent increase in research on arts and culture management is a positive development for the development of this field.

5. Conclusion

Culture management refers to the process of creating, sharing, sustaining, and developing cultural values in organizations. This concept includes a set of strategies, practices, and methods that shape the cultural identity of businesses and institutions.

Art Management, on the other hand, refers to the field of study of the people who manage and organize art from the creation of art until it reaches the end consumer. Arts management ensures coordination between artists, galleries, museums, theaters, concert halls, and other arts institutions. It also plays an active role in issues such as marketing, financing, organization, and promotion of art.

The relationship between these two fields places arts management and organization in a cultural context. While arts management provides the skills necessary for organizing and managing cultural events, cultural management takes a broader perspective on cultural policies, social interactions, and the functioning of the cultural industry. Working together, arts and cultural management professionals play an important role in enhancing the impact of the arts on society and preserving cultural heritage.

In this article, publications in the literature on culture and arts management in the category of architecture in the Web of Science database were analyzed [65]. In the WoS (Web of Science) database, 2102 publications published until March 15, 2024 were reached. These publications were analyzed by the bibliographic mapping method. Bibliographic analysis was performed in the VOSviewer program, including co-authorship of authors, citation of authors, citation of countries, citation of organizations, keyword analysis (co-occurrence of all keywords), bibliometric coupling of documents, bibliographic coupling of authors, bibliographic coupling of authors, and co-citation of co-authors. Network visualization and density visualization analyses of these analyses were performed in the VOSviewer program.

This article has some limitations. First of all, the data was accessed only from the WoS (Web of Science) database. The research area is limited to architecture. In addition, to provide a general perspective, studies from the last five years between 2020-2024 were analyzed. The studies examined in this study were subject to numerical research. The publications subject to the research were not critically analyzed in terms of quality, content, and originality. There are a few points that can be considered as suggestions for future research. In order to bring an up-to-date perspective, data from the last ten or twenty years can be analyzed with the same method. New research can be conducted by expanding the scope of the research on culture and arts management in the field of architecture or by using different keywords. In this way, a larger data set can be obtained and evaluations can be made in future studies. In addition, data sources such as Scopus, Google Scholar, and ProQuest Dissertations and Theses can be expanded to include more publications on architecture-culture management-arts management. Finally, this publication prepared using the scientific mapping technique can also be done using other bibliometric analysis programs. In summary, this study will provide a different perspective on culture and arts management issues analyzed under the category of architecture.

In conclusion, to summarize the importance of this research, the importance of culture and art, culture and art management for architecture; as a human subject, architecture has a cultural and artistic identity. In order to better understand the relationship between architecture and culture, some artifacts should be analyzed. There are references that examine the effects of culture on architecture and the relationship between culture and architecture [66-68] and art and architecture [69-71]. Moreover, the architect's mission is to regain the individual artistic heritage, cultural roots, and self-consciousness from the past, because only then can a lasting impact be created Architecture is part of the identity of each community and carries the message of the culture of that society. Therefore, architecture depends on the geography, cultures, traditions, manners, and knowledge of the community, as well as its history. Also, both arts and culture are important ways to maintain or strengthen a strong

sense of community, build a personal identity, and show creativity [72-75]. In recent years, many master's programs in the field of culture and arts management have started at universities. It is suggested that these master's students and curricula should be examined and a more comprehensive study and focus should be made on this subject.

Author contributions

Seçkin Tekin: Conceptualization, Methodology, Software, Field study **Emine Banu Burkut:** Data curation, Writing-Original draft preparation, Software, Validation, Field study **Murat Dal:** Visualization, Investigation, Writing-Reviewing and Editing.

Conflicts of interest

The authors declare no conflicts of interest.

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