



ANÁLISE BIBLIOMÉTRICA DA PRODUÇÃO CIENTÍFICA SOBRE CLUSTERS COMERCIAIS IDENTIFICADOS NA RMSP ENTRE 2013 A 2024 NAS ÁREAS DE ACT

Esdras da Silva Costa

pesquisaspss@gmail.com

<http://lattes.cnpq.br/5984649318864485>

<https://orcid.org/0000-0002-9120-8741>

Faculdade ENAU

Ribeirão Pires/SP

RESUMO

A pesquisa possui como objetivo identificar e analisar as características da produção científica sobre clusters comerciais identificados territorialmente na Região Metropolitana de São Paulo – RMSP entre o período de 2013 a 2024 fazendo uso da técnica denominada de Análise Bibliométrica com base em material científico já publicado. Discorrendo sobre a sua metodologia, a presente pesquisa possui abordagem qualitativa, sendo o seu tipo de pesquisa caracterizada como descritiva, por meio de um levantamento do atual estado da arte sobre o tema clusters comerciais, com publicações inseridas na área de Administração, Contabilidade e Turismo – ACT. Enquanto resultados, as publicações científicas sobre clusters comerciais centrados territorialmente na RMSP estão concentradas em quatro importantes blocos para efeitos dessa análise, sendo o primeiro classificado pelo Estrato Qualis (A3 e A4) o segundo bloco sob as classificações (B2 e B3). O terceiro bloco caracteriza um Estrato Qualis sob nota (C). E o quarto bloco apresentando a classificação dos eventos (E1 e E2). A abordagem qualitativa é predominante nas pesquisas analisadas, correspondendo a 83,3% dos artigos. Quanto a classificação do tipo de pesquisa, ambos os tipos (exploratória e descritiva) possuem um quantitativo de 50%, entre os textos científicos pesquisados.

PALAVRAS-CHAVE: Análise Bibliométrica; *Clusters* Comerciais; Produção Científica Nacional.

BIBLIOMETRIC ANALYSIS OF SCIENTIFIC PRODUCTION ON IDENTIFIED COMMERCIAL CLUSTERS IN THE METROPOLITAN REGION OF SÃO PAULO BETWEEN 2013 AND 2024 IN THE AREAS OF ADMINISTRATION, ACCOUNTING AND TOURISM

ABSTRACT

The research aims to identify and analyze the characteristics of scientific production on commercial clusters territorially identified in the Metropolitan Region of São Paulo between the period 2013 to 2024 using the technique called Bibliometric Analysis based on scientific material already published. Discussing its methodology, this research has a qualitative approach, and its type of research is characterized as descriptive, through a

survey of the current state of the art on the subject of commercial clusters, with publications in the area of Administration, Accounting and Tourism. As a result, scientific publications on commercial clusters territorially centered in the Metropolitan Region of São Paulo are concentrated in four important blocks for the purposes of this analysis, the first being classified by the Qualis Stratum (A3 and A4) and the second block under the classifications (B2 and B3). The third block features a Qualis Stratum under grade (C). And the fourth block presenting the classification of events (E1 and E2). The qualitative approach is predominant in the research analyzed, corresponding to 83.3% of the articles. Regarding the classification of the type of research, both types (exploratory and descriptive) have a quantity of 50%, among the scientific texts researched.

KEYWORDS: *Bibliometric Analysis; Commercial Clusters; National Scientific Production.*

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1. INTRODUCTION

The commercial cluster terminology grows and gains notoriety, related to the production of scientific articles linked to its theme, with significant relevance and countless possibilities of applicability in the academic and business context. These are business and/or commercial clusters guided by locational advantages, in addition to the possibility of attracting customers, resulting in greater competitiveness for businesses included in this structure model.

The initial studies denote the contributions of Marshall (1982), emphasizing the geographic location as a characteristic factor for the process of formation of a Cluster, in this case, still portrayed as Marshallian districts, nomenclature is adopted for the studies involving the phenomenon of agglomeration and locational proximity between companies. In turn, Porter (1998) comes up with research aimed at mapping business clusters, emphasizing as a science the advantages of location, as well as the intrinsic advantages related to business operations, such as: production flow, acquisition of raw materials and reduction of costs. transport costs.

Zaccarelli et al (2008) demonstrate the evolutionary process regarding the concept of cluster, adopting the premises of commercial clusters, as a continuity of the activities of the industry, now under the perspective of commercial concentration, with advantages for the commercial agglomeration, linked to the factors of competitiveness, cooperation and attractiveness.

In an attempt to encourage discussion on the subject, this research was guided by the objective of identifying and analyzing the main characteristics of national scientific production on commercial clusters, between the years 2013 to 2024 in the areas of Administration, Accounting and Tourism, through a Bibliometric Analysis, in order to provide further clarification on the subject and its current state of the art.

In order to achieve the present objective, the research methodology was conducted by a qualitative approach, being its type of research classified as descriptive, adopting bibliometric analysis (bibliometrics) as a method for the process of analysis and interpretation of data.

The article has its structure following the introduction, the second topic presents the concept of commercial clusters, encompassing in its discussion the phenomenon of clusters, clusters with industrial characteristics and the theme of commercial clusters (Marshall, 1982; Porter, 1998; Zaccarelli et al. 2008) mapping the evolution of the concept and its main characteristics. The third topic emphasizes the methodological procedures used, such as approach, type of research and instrument, followed by topic four that presents the process of analysis and interpretation of research data. The fifth and last topic characterizes the research findings (final contributions), also discussing its limitations and suggestions with guiding processes for future research.

2. CONCEPTUAL REVIEW

The theoretical framework will deal with the theme of commercial clusters, providing readers with a possibility to broaden the debate between academic peers and elucidate further clarification on the topic, whose recentness is configured as a possibility for discussion, thus fostering new possibilities among researchers. of the area, without the intention of promoting the exhaustion of the theme.

2.1 COMMERCIAL CLUSTERS

Studies on agglomerations denote the contributions of Marshall (1982) through the geographic concentration (location) of industries, this characteristic being the determining condition for the pre-existence of agglomerates. Thus, a cluster can be understood as a geographic grouping of companies with interrelated characteristics and related services, all located in a certain area, linked by common and complementary elements to their business models (Porter, 1998).

In this way, the phenomenon of agglomeration is linked to competitive advantages for companies located in its surroundings, such as: specialized labor, easy access to raw materials, due to the concentration of input suppliers, and reduction of various costs (Marshall, 1982). Business clusters, otherwise called groupings of companies through joint actions, will also be able to obtain efficiency and improvements in a collective way (Schmitz, 1995).

Thus, clusters become increasingly important as a strong territorial concentration, providing changes in the productive and commercial structures of the regions, rethinking and remodeling regional economies, through new managerial actions, and the process of strengthening and competitiveness in a regional development perspective (Porter, 1998).

The term cluster derives from English, being associated with an understanding of grouping, also understood as an agglomeration, resulting in the overflow of similar activities. In this context, clusters take on diversified formats, such as a grouping of companies that offer products and/or services, from standardized products to more sophisticated products, with the locational proximity of companies being the determining factor (Porter, 1998). In this way, production and consumption bring benefits to producers and the community around the cluster, thus, the total of goods produced and marketed in

a regional perspective, can be called a "social product", providing benefits for the development process (Schumpeter, 1964).

As a further discussion, clusters can also be characterized as industrial clusters, understood as a range of producing companies centered in the same space and operating in similar production chains (Porter, 1998). This proximity minimizes transport costs and increases competitiveness among companies in the region.

In this way, industrial clusters reveal the need for dependence among the actors involved and at the same time collective responsibility among those involved in the agglomeration process. As an understanding, it is possible to say that clusters with industrial characteristics must create their own conditions of production and competition. The cooperation process is an incipient practice among companies operating in an industrial cluster structure, requiring improvements in the actions developed between companies within the cluster itself (Costa; Costa; Farina, 2016).

In this sense, the main characteristic of a cluster is guided by its ability to concentrate and relate geographically. The strong locational approximation will create the preconditions for competitiveness, attractiveness and the demand for products/services (SEBRAE, 2002; Costa; Costa, 2018).

When dealing with the subject, it is possible to describe that the clusters appear guided by a process of natural formation, providing specializations in a certain segment, stimulating competitiveness between the actors, in addition to contributing to the full local economic development (Costa; Costa; Farina, 2016). In the same conception, commercial clusters also appear in a spontaneous format, being linked to a certain geographic location (Zaccarelli, et al, 2008). In this new conceptual model, locational concentration will also be understood as a new model of clusters, from now on called commercial clusters.

Commercial clusters benefit through the presence of other business models related to their activities. In this case, providing more competitiveness for the full development of the commercial agglomerate (Costa; Costa; Farina, 2016). Thus, the construct of commercial clusters delves into issues of autonomy, stimulus for cooperation, competition, culture and self-organization (Aguar; Pereira; Donaire, 2014).

The elements of autonomy, cooperation, competition, culture and self-organization make commercial clusters more attractive, mainly due to the strong presence of competitors, resulting in strong customer attraction and stimulating the increase in customer flows through the opening of new stores, providing for the expansion of the cluster and reaffirming its power of local competitiveness (Costa; Ferreira; Santos, 2018). Commercial clusters become attractive due to the numerous possibilities of obtaining operational efficiency, being constituted by specialized companies, resulting in customer attractiveness and benefits for the cluster itself (Costa; Costa; Farina, 2016).

In this sense, commercial clusters denote a wide range of products and services, making customers move to their locations, according to the interests of their consumers (Zaccarelli et al, 2008). The Figure 1 characterizes the process of emergence/formation of a commercial cluster, guided by a spontaneous ordering.

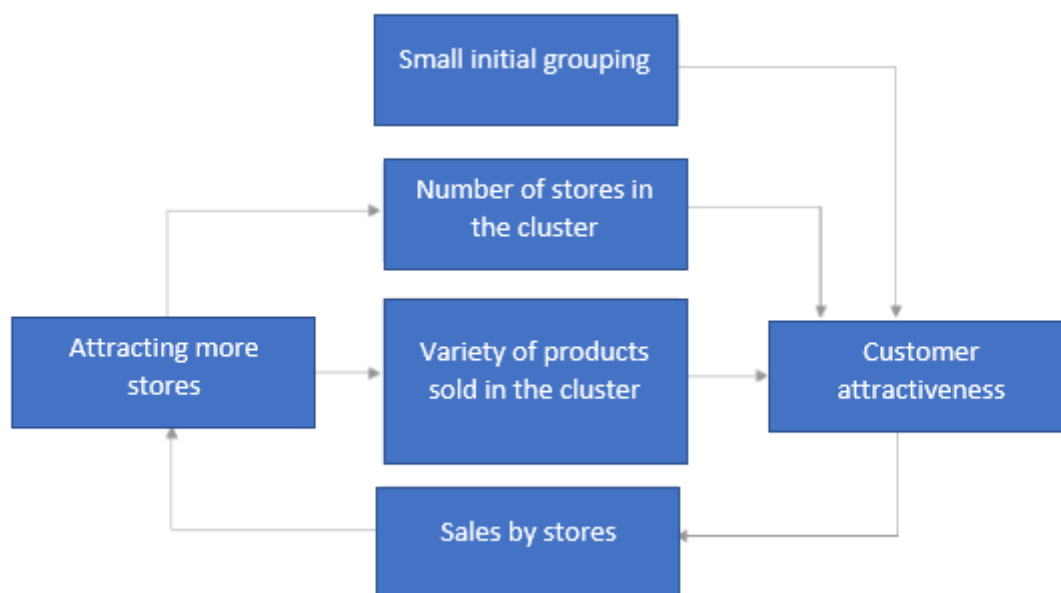


Figure 1 - Development of a Commercial Cluster
Source: Zaccarelli et al. (2008, p. 47).

The Figure 1 presents the process of forming a commercial cluster. This process is related to the start of a small group of local merchants. However, the constant flow of customers creates a force called attractiveness, providing new stores to the commercial cluster, with more product options and consequently more shops. In addition, Table 1 characterizes the theoretical evolution of the concept of clusters, ascending the contributions of Zaccarelli et al. (2008).

MARSHAL Sec. XIX	PORTER 1989	SCHMITZ 1995	ZACCARELLI 2008
Geographic concentration;	Geographic concentration;	Geographic concentration;	Geographic concentration in relatively small areas;
More subsidiary activities;	Specialized input suppliers;	Presence of companies of various sizes;	Scope of viable and relevant businesses;
Availability of skilled workers;	Service Providers; Financial Institution;	Flexibility and quantity and differentiation of products;	Specialization of companies;
Dissemination of information;	Presence of companies from related sectors/Manufacturers of related products;	Presence of outsourcing;	Balance with the absence of privileged positions;
Lower costs to adopt new technologies;	Business associations; Government institutions, education and training;	Suppliers and service providers working in an integrated manner; Ease of entry of new firms;	Complementarity (business) by using by-products; Cooperation between companies in the business cluster;

Standardization associations.	Access to information.	Selective replacement of cluster businesses;
		Technological level uniformity;
		Community culture adapted to the cluster;
		Evolutionary character through the introduction of (new) technologies;
		Cluster-oriented outcome strategy.

Table 1 – Theoretical Contributions on Clusters

Source: Siqueira et al (2010, p. 7).

The Table 1 highlights the theoretical advances identified by Zaccarelli et al (2008). It is noted that the authors corroborate the previous contributions, and it is possible to affirm that the principle of geographic location is present in all the theoretical advances already presented. However, Zaccarelli et al (2008) present 11 (eleven) fundamentals, which are conditioned to the formation of a commercial cluster and its impacts on competitiveness (effects) from the perspective of Table 2.

Fundamentals	Impact on competitiveness (Effects)
Geographic concentration in relatively small areas	Customers' perception of superior variety, increased supplier choice, and greater pricing reliability.
Scope of viable and relevant businesses	Lower search and access costs for customers; reduction in the need for high inventories or replacement deadlines (closer to suppliers).
Specialization of companies	Business specialization favors a reduction in aggregate operating expenses and a reduction in the volume of investment required.
Balance with the absence of privileged positions	Balanced and not relatively high profits due to competition between businesses.
Complementarity (business) by using by-products	Favoring the presence and establishment of new businesses and the contribution of additional revenue.
Cooperation between companies in the business cluster	Increase in the competitive capacity of the cluster in an integrated manner, due to the impossibility of containing the exchange of information between businesses.
Selective replacement of cluster businesses	Extinction of businesses with low competitiveness by closing the company or change of control.
Technological level uniformity	Encouraging technological development and, due to geographic and logical proximity, technology transfer to other businesses.
Community culture adapted to the cluster	Increased motivation and satisfaction with community recognition of assigned work-related status.
Evolutionary character through the introduction of (new) technologies	Competitive differential resulting from innovation (with cost reduction, maintenance or expansion of markets, offer extension, etc.).

Cluster-Oriented outcome strategy	Competitive differential managed from the perspective of expanding the ability to compete weighted by the integrated result of the cluster in terms of aggregate profit.
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Table 2 - Effect of fundamentals on competitiveness

Source: Zaccarelli et al (2008, p. 24).

The Table 2 presents the eleven fundamentals for the process of identifying a commercial cluster. However, it should be noted that the first nine fundamentals appear in a spontaneous format. However, its last two fundamentals “Evolutionary character through the introduction of (new) technologies” and “Cluster-oriented result strategy” occur after the action of supra-company governance (Zaccarelli et al, 2008).

The supra-company governance acts as a management to deliberate the actions and continuous improvements for the commercial cluster (Zaccarelli et al, 2008). However, such constructs only apply to commercial cluster models that are already in full development and consolidated business maturity, not being applied to commercial cluster models that are still in their initial phase.

3. METHODOLOGICAL PROCEDURES

As methodological procedures, the research has a qualitative approach, under the prism of a data collection process which does not intend to treat the data through statistical procedures and techniques (Costa, 2018). As for its type of research, it is classified as descriptive, highlighting an analysis of published scientific articles related to the subject in evidence about the study. Gil (2010) states that in descriptive research, the researcher intends to describe the phenomenon, with the object of study being related to its problem. From this perspective, the type of research is justified by the need to describe the state of the art about research related to the theme of commercial clusters, emphasizing the use of bibliometric analysis as a guiding instrument.

As an initial procedure, searches were carried out in important databases, namely: Spell, Capes Periodicals Portal, Google Scholar and Scientific Events (conferences, symposia and seminars), with the objective of mining scientific articles published on the subject of commercial clusters between the years from 2013 to 2024 being related to the classification of journals in the areas of Public and Business Administration, Accounting Sciences and Tourism, considering a geographic delimitation that guides the commercial clusters identified in the Metropolitan Region of São Paulo.

The search carried out in the Spell scientific base returned with 4 searches related to the theme of commercial clusters, territorially concentrated in the city of São Paulo. The search carried out on the Capes Periodicals Portal returned a total of 26 results, of which 5 are related to the territorial region from which the proposal of this research originates. On the Google Scholar database, the search returned 102 results, however, the same scientific texts already identified in previous databases (Spell and the Capes Periodicals Portal). In this context, articles from national scientific events were also included, due to their relevance and prominence as consolidated scientific events, among them: SemeAd, EGEPE, SIMPOI, 3Es, National Scientific Initiation Congress.

Among the keywords used to search the databases are the themes of: Clusters, Commercial Clusters, São Paulo, Metropolitan Region of São Paulo. The models identified in the Metropolitan Region, the focus of the study, prevailed in the research.

As an instrument of analysis, the technique of Bibliometric Analysis was used. The nomenclature of the technique appeared in 1922 entitled by Edward Wyndham Hulme as statistical bibliography. In the 1960s, it was renamed by Alan Pritchard (1969) as bibliometrics, with both names still under a quantitative prism (Vanti, 2002). From a contemporary perspective, bibliometric research addresses a new paradigm of scientific production, not only measuring quantitative data, but engaging among its researchers the descriptive contextualization of production (Araújo, 2006; Teixeira; Iwamoto; Medeiros, 2013). The Figure 2 presents the theoretical conceptual model of the methodological procedures adopted in this scientific proposal.

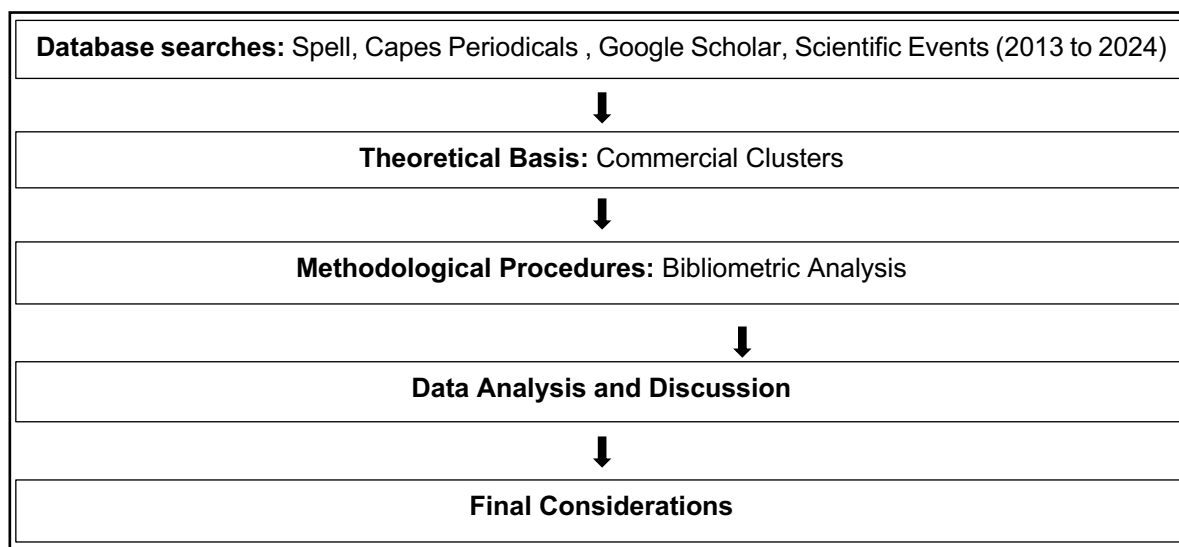


Figure 2 - Theoretical Conceptual Model of the Methodological Procedure

Source: Prepared by the author (2024).

The theoretical conceptual model (Figure 2) first presents the databases used to mine the articles. In a second moment, it characterizes the bibliographic review process, systematically based on the theories of commercial clusters. Subsequently, the conceptual model presents the methodological instrument to be used, followed by the phase of data analysis and discussion. Finally, the research is conducted to the final considerations phase, discussing its limitations and suggestions for future research related to the theme of commercial clusters.

4. RESULTS

4.1 Profile Analysis

The preliminary phase of data analysis will continue to present the profile of the authors/co-authors in terms of genre, number of authors/co-authors per article and the titles of the respective authors /coauthors. A total of 12 articles were researched, all related to the theme of commercial clusters and centered on a territorial extension that covers the metropolitan region of São Paulo.

Regarding the gender of authors/co-authors, 58,97% are male authors and 41,02% are female, totaling 39 authors among the 12 articles analyzed. Regarding the number of

authors/co-authors, 41,6% of the researched articles have three authors, 33,3% of the researched articles have four authors, 8,5% of the researched scientific texts have five authors, and 16,5% of the analyzed texts have two authors in their production.

Regarding the titles of authors/co-authors, the data follow the following order: 40,2% of authors and co-authors are PhDs in their respective areas of expertise, 6,5% of authors and co-authors have the title of master, 10,4% of authors and co-authors are specialists and 42,8% of authors and co-authors are graduates. It is important to emphasize the contributions of the last group (graduates), validating the relevance of the process of inserting students in the scientific research environment even in the context of graduation.

4.2 Qualitative Data

For the purposes of data analysis and discussion, this research considered the following criteria listed based on a qualitative approach, the data being shown in Table 3 below:

• Year of publication
• Name of the journal/scientific event
• Title of the article
• Qualis Stratum (Administration, Accounting and Tourism)
• Keywords
• Approach (quantitative/qualitative)
• Type of Research (exploratory/descriptive)

Table 3 - Analysis Criteria (Bibliometrics)

Source: Prepared by the author (2024).

The scientific texts were analyzed following the criteria exemplified in Table 3, such criteria were selected in order to guide the scientific production when referring to the area of Administration, Accounting and Tourism. Thus, as a continuity, Table 4 presents the respective publication dates of scientific articles. Also describing the name of their respective journals and/or scientific events and the title of the researched texts.

Year of Publication	Name of Journal/Scientific Events	Article Title
2013	VI Meeting of Studies in Strategy (3Es)	Proposition of metrics for the assessment of competitiveness in clusters: an application in the textile and clothing group of Brás
2013	Micro and Small Business Magazine	Competitiveness of business clusters: study on an agglomeration of small vehicles shops in the city of São Paulo
2014	VIII Meeting of Studies in Entrepreneurship and Small Business Management (EGEPE)	Retail concentration of evangelical products in the city of São Paulo: a study of street Conde de Sarzedas
2014	Production Management Symposium, Logistics and International Operations (SIMPOI)	Bom Retiro retail polo: fashion business cluster
2015	XVIII Management Seminars (SemeAd)	The effects of competition in business clusters models: exploratory research about the cluster of essences located in the neighborhood of Sé – São Paulo city

2015	SYNERGY	Competitive advantages of a commercial retailer cluster: case study of Jurubatuba street
2017	Management & Regionality	Business clusters: a study on the shop agglomeration textile in São Paulo, Brazil
2018	Free Magazine of Sustainability and Entrepreneurship (RELISE)	Entrepreneurship in models of commercial clusters: exploratory research on store agglomerations in the great São Paulo region
2018	Contemporary Science Magazine	Process of identifying a commercial cluster of pubs located in metropolitan region of Sao Paulo
2020	Sustainable Entrepreneurship and Innovation Magazine	Identification process of a commercial cluster: exploratory study at São Caetano street (cluster of the brides)
2021	Sustainable Entrepreneurship and Innovation Magazine	Commercial clusters: identification of a motorcycles commercial cluster in São Paulo (General Osório street)
2024	24th National Scientific Initiation Congress	Commercial clusters: exploratory research on the process of identifying an automotive cluster (Av. Artur de Queiroz) in Metropolitan Region of São Paulo

Table 4 - Year of Publication, Journal/Event and Title of Article

Source: Prepared by the author (2024).

The Table 4 highlights the journals and scientific events according to their Qualis stratum, classified in the areas of Public and Business Administration, Accounting Sciences and Tourism – ACT. It is noted that most of the publications come from scientific journals, corresponding to 63.5% of the texts researched, evidencing the importance of scientific production when related to the research topic commercial clusters.

For the other 36.5% of the scientific texts researched, these emerged through scientific events such as symposium, seminar and study meeting, corroborating the contributions of Campello (2000), to which he describes the importance and role of research events. scientific nature. These events provide reflection and discussion possibilities on the current state of the art, in addition to providing considerable improvement in research for the purpose of future publications, and spaces for informal communication among peers.

The analysis took into account the Qualis Stratum, understood as a scoring system (grades given according to the notoriety of the journal) for the publication of scientific productions by researchers, also stimulating scientific production among professors, students and graduates, of undergraduate and graduate programs (lato and strict sensu) that make up the area of Public and Business Administration, Accounting and Tourism (CAPES, 2017). In this way, Table 5 presents the strata of the analyzed journals and the respective analyzed events.

Journals and Scientific Events	A3	A4	B2	B3	C	E1	E2
VI Meeting of Studies in Strategy (3Es)						X	
Micro and Small Business Magazine		X					
VIII Meeting of Studies in Entrepreneurship and Small Business Management (EGEPE)							X
Production Management Symposium, Logistics and International Operations (SIMPOI)						X	
XVIII Management Seminars (SemeAd)							X
SYNERGY			X				

Management & Regionality	X						
Contemporary Science Magazine					X		
Free Magazine of Sustainability and Entrepreneurship (RELISE)				X			

Table 5 - Qualis Stratum (Administration, Accounting and Tourism)

Source: Prepared by the author (2024).

According to Table 5, scientific publications on commercial clusters territorially centered in the RMSP are concentrated in four important blocks for the purposes of this analysis, the first being classified by the Qualis Stratum with grades A3 and A4 (as high scientific impact journals). The second block has periodicals with Qualis B2 and B3 Strato, with a lower degree of impact, but relevant in terms of importance for the process of scientific publications.

The third block features a Qualis stratum under grade C, journals with C ratings are in the development phase, and their progress is monitored through the periodicity of publications, numbers of published articles and degree of importance, to later be promoted in classification. The fourth block presents the classification of events: 3Es and SIMPOI classified as E1 and EGEPE and SemeAd under the classifications of E2. As for the Sustainable Entrepreneurship and Innovation Magazine, it did not have its Qualis Stratum identified.

The research also carried out the analysis of the keywords inserted in the published scientific articles. The Table 6 presents the scientific journals/events, article titles and their respective keywords.

Journals/Events	Article Title	Keywords
VI Meeting of Studies in Strategy (3Es)	Proposition of metrics for the assessment of competitiveness in clusters: an application in the textile and clothing group of Brás	Not identified in the article
Micro and Small Business Magazine	Competitiveness of business clusters: study on an agglomeration of small vehicles shops in the city of São Paulo	Cluster; Business Cluster; Retail; Small and Micro Business; Competitive Performance.
VIII Meeting of Studies in Entrepreneurship and Small Business Management (EGEPE)	Retail concentration of evangelical products in the city of São Paulo: a study of street Conde de Sarzedas	Cluster; Commercial Cluster; Retail; Evangelical Products.
Production Management Symposium, Logistics and International Operations (SIMPOI)	Bom Retiro retail polo: fashion business cluster	Competitiveness; Business Cluster; Fast Fashion Retail.
XVIII Management Seminars (SemeAd)	The effects of competition in business clusters models: exploratory research about the cluster of essences located in the neighborhood of Sé – São Paulo city	Business Cluster; Competitiveness; Local Competitive Advantage.
SYNERGY	Competitive advantages of a commercial retailer cluster: case study of Jurubatuba street	Strategy; Competitive Differentials; Business Cluster; Retail.

Management & Regionality	Business clusters: a study on the shop agglomeration textile in São Paulo, Brazil	Business Cluster; Textile Industry; Local Business Features.
Free Magazine of Sustainability and Entrepreneurship (RELISE)	Entrepreneurship in models of commercial clusters: exploratory research on store agglomerations in the great São Paulo region	Entrepreneurship; Commercial Clusters; Wedding Clothes.
Contemporary Science Magazine	Process of identifying a commercial cluster of pubs located in metropolitan region of Sao Paulo	Strategic Planning; Commercial Clusters; Pubs.
Sustainable Entrepreneurship and Innovation Magazine	Identification process of a commercial cluster: exploratory study at São Caetano street (cluster of the brides)	Cluster; Business Cluster; Cluster of the Brides.
Sustainable Entrepreneurship and Innovation Magazine	Commercial clusters: identification of a motorcycles commercial cluster in São Paulo (General Osório street)	Cluster; Business Cluster; Motorcycle Segment.
24th National Scientific Initiation Congress	Commercial clusters: exploratory research on the process of identifying an automotive cluster (Av. Artur de Queiroz) in Metropolitan Region of São Paulo	Cluster; Business Cluster; Automotive Sector; Metropolitan Region of São Paulo

Table 6 - Keywords

Source: Prepared by the author (2024).

According to Table 6, it is possible to identify that the term cluster(s) is in evidence in all analyzed articles. Other terms are also associated among the publications, among them: retail and competitiveness, such terms are associated with the research theme, being notably presented as an understanding of “trade”. In this sense, the keywords must be a representation of the searched content. This is important information about the characteristics contained in scientific texts and compatible with the theme in evidence (Borba; Van Der Laan; Chini, 2012).

The next analysis showed the models of research approaches (qualitative and quantitative) present in the published articles. The Table 7 presents these approaches in an attempt to help with their applicability in a research proposal of a scientific nature.

Year of Publication	Article Title	Approach
2013	Proposition of metrics for the assessment of competitiveness in clusters: an application in the textile and clothing group of Brás	Qualitative
2013	Competitiveness of business clusters: study on an agglomeration of small vehicles shops in the city of São Paulo	Quantitative
2014	Retail concentration of evangelical products in the city of São Paulo: a study of street Conde de Sarzedas	Quantitative
2014	Bom Retiro retail polo: fashion business cluster	Qualitative
2015	The effects of competition in business clusters models: exploratory research about the cluster of essences located in the neighborhood of Sé – São Paulo city	Qualitative
2015	Competitive advantages of a commercial retailer cluster: case study of Jurubatuba street	Qualitative

2017	Business clusters: a study on the shop agglomeration textile in São Paulo, Brazil	Qualitative
2018	Entrepreneurship in models of commercial clusters: exploratory research on store agglomerations in the great São Paulo region	Qualitative
2018	Process of identifying a commercial cluster of pubs located in metropolitan region of Sao Paulo	Qualitative
2020	Identification process of a commercial cluster: exploratory study at São Caetano street (cluster of the brides)	Qualitative
2021	Commercial clusters: identification of a motorcycles commercial cluster in São Paulo (General Osório street)	Qualitative
2024	Commercial clusters: exploratory research on the process of identifying an automotive cluster (Av. Artur de Queiroz) in Metropolitan Region of São Paulo	Qualitative

Table 7 - Approach (Qualitative/Quantitative)

Source: Prepared by the author (2024).

Through Table 7, it is possible to characterize that the predominant approach in the analyzed studies was the qualitative approach, corresponding to a total of 83.3% of the analyzed texts. Research guided by a qualitative approach aims to explain or identify a phenomenon not yet known in a given context, and/or little studied by the scientific academic community. Its data are analyzed without the need for measurement, being associated with social and cultural behaviors and movements and about the characteristics of the functioning of different types of organizations (Strauss; Corbin, 2008).

The quantitative approach is based on evaluation by variables and quantified data, recorded in number format and treated through statistical techniques to determine generalizations. The quantitative approach can analyze by means of quantification the population profiles, preferences, behavior of individuals, socioeconomic indicators, etc. Research with a quantitative approach emphasizes deductive reasoning, that is, the measurable attributes found in the research (Silveira; Córdova, 2009; Knechtel, 2014). According to the suggested analysis criteria, the present study, through the Table 8, classifies the types of research identified in the analyzed scientific articles.

Year of Publication	Article Title	Search Type
2013	Proposition of metrics for the assessment of competitiveness in clusters: an application in the textile and clothing group of Brás	Exploratory
2013	Competitiveness of business clusters: study on an agglomeration of small vehicles shops in the city of São Paulo	Descriptive
2014	Retail concentration of evangelical products in the city of São Paulo: a study of street Conde de Sarzedas	Descriptive
2014	Bom Retiro retail polo: fashion business cluster	Descriptive
2015	The effects of competition in business clusters models: exploratory research about the cluster of essences located in the neighborhood of Sé – São Paulo city	Exploratory
2015	Competitive advantages of a commercial retailer cluster: case study of Jurubatuba street	Descriptive
2017	Business clusters: a study on the shop agglomeration textile in São Paulo, Brazil	Descriptive
2018	Entrepreneurship in models of commercial clusters: exploratory research on store agglomerations in the great São Paulo region	Exploratory
2018	Process of identifying a commercial cluster of pubs located in metropolitan region of Sao Paulo	Descriptive

2020	Identification process of a commercial cluster: exploratory study at São Caetano street (cluster of the brides)	Exploratory
2021	Commercial clusters: identification of a motorcycles commercial cluster in São Paulo (General Osório street)	Exploratory
2024	Commercial clusters: exploratory research on the process of identifying an automotive cluster (Av. Artur de Queiroz) in Metropolitan Region of São Paulo	Exploratory

Table 8 - Type of Research

Source: Prepared by the author (2024).

According to Table 8 (50%) of the articles analyzed have their type of research classified as descriptive and exploratory. A descriptive research allows describing the characteristics of the phenomena researched. Exploratory research seeks greater familiarity with the phenomenon. (Gil, 2010). Descriptive research aims to describe the characteristics of the object of study, considering as an example the characteristics of groups, age, gender and socioeconomic level (Marconi; Lakatos, 2017).

On the other hand, exploratory research is carried out when it is intended to obtain greater understanding of a problem that is still incipient and little studied. According to Sampieri, Colado and Lucio (2013), research classified as exploratory is capable of providing greater understanding of the object/phenomenon to be studied, thus providing greater conceptual elucidation and greater familiarization of the topic, in addition to establishing priorities for studies. futures.

5. FINAL CONSIDERATIONS

78

The characteristics of the scientific production on the theme Commercial Clusters territorially centered in the RMSP allows for greater understanding of its state of the art, in addition to providing an updated theoretical framework on the subject in evidence, fostering new possibilities and new formats for subsequent research.

The analysis identified the advances of the theory in its theoretical field, guided by the advances of Zaccarelli et al (2008) regarding the formulation of metrics for the process of identifying commercial clusters and their possible effects on a structure of competitiveness. In this context, the considerations do not intend to exhaust the subject, but to highlight in a contributory way its reflections for managerial, academic and social purposes.

As managerial contributions, the research highlights, in particular, for owner-entrepreneurs, managers, sellers and other social actors, the importance of the phenomenon of agglomeration. Being located in a commercial cluster model favors local shopkeepers, having as main advantage the strong attractiveness of customers, without neglecting the concepts of self-organization, and possibilities of cooperation, reinforcing the commitment and commitment to attractiveness (cooperation makes that customers actually find their products, even if they do not have such a product in a particular store, shopkeepers ensure customer loyalty to the cluster by indicating others and vice versa).

Contributions of an academic nature tend to observe the current state of the art regarding the researched theme. Becoming a guide for future research, in addition to providing a chronological theoretical framework and supported by a process of bibliographic review, undertaking subsidies for new studies.

As for social contributions, it is worth noting that commercial clusters have an important relationship with their local development. With the characteristics of its local culture being adapted to commercial clusters. They are also responsible for the process of generating employment and income (formal/informal).

The most influential characteristics identified in the commercial clusters researched can be characterized as: (i) geographic location; (ii) balance with absence of privileged positions; (iii) cooperation between companies within the clusters; and (iv) local culture adapted to clusters. Likewise, the scientific articles researched also highlighted weaknesses in commercial cluster structures, with the following perceptions being highlighted: (i) results-oriented strategies for clusters; and (ii) lack of governance above the company, thus hindering the process of promoting actions, which could facilitate and propose more visibility and attractiveness for the commercial cluster models researched.

The limitations of the present research take into account geographic and territorial boundaries, and the bibliometric analysis is conducted in models of commercial clusters located in the RMSP. Another aspect is the absence of statistical treatments, approaching in its content a new paradigm of scientific production through the descriptive contextualization of the analyzed data. As possible suggestions for future research, its continuity becomes a constant work, and new examples of commercial clusters identified in future studies can be incorporated, in addition to carrying out new research with commercial clusters located in other locations, still taking into account bibliometry as a guiding instrument.

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