

Innovation in the tourism sector: From a meta-analytical approachSAUCEDO-ESTRADA, Hael Karina^{†*} & AYAVIRI, Alberto*Universidad Mayor, Real y Pontificia de San Francisco Xavier de Chuquisaca*

Received June 15, 2017; Accepted September 01, 2017

Abstract

The contribution of this work to science, proposes a method to carry out a systematic review of the literature, appealing to recent bibliometric studies that point to research studies in innovation in the tourism sector from the management 2010 to July 2017 from the access to the Scopus database, based on a meta-analytic study of more recognized studies and figures of how the evolution of research in this area of knowledge has been. For the analysis, 123 articles, affiliated to 18 Cuartil Q1 journals were used. Differentiating different types of innovation according to the depth (radical or incremental) and according to the factor of innovation (product, process, market, organizational).

Innovation, Tourism Sector, Analytical Meta.

Citation: SAUCEDO-ESTRADA, Hael Karina^{†*} & AYAVIRI, Alberto. Innovation in the tourism sector: From a meta-analytical approach. ECORFAN Journal-Republic of Cameroon. 2017, 3-5: 14-26

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Introduction

With the advance of scientific knowledge today, it has been seen that there is an exponential increase in scientific production, and it is difficult to access all the research that is supported by the increasing contributions of researchers on any subject. Such background, allow to define what is necessary, develop a methodology with a meta-analytical approach of reviews of multiple studies integrating empirical results of many researches on innovation in the tourism sector, as the first starting point, of this topic for the contribution of the knowledge and offer information in the context of companies in the tourism sector, allowing to provide an overview of the research conducted in the Scopus database on the topic, resulting attractive to the academic and business community, identifying itself as a topic of interest on innovation In the tourism sector, as a research problem is respectively recent, the first academic articles published in scientific journals are from 1985 (Doren & Lollar, 1985).

At present, the economy has evolved towards the intensive development of the services sector, from being considered as an aspect of the marketing function to the predominance of this type of companies, where in most cases the product is an intangible (Arzola, M., Mejías, 2007). So it has settled an important boost of academic interest since recent years. (Álvarez et al., 2008).

However, recent contributions indicate that innovation in tourism businesses should be studied and treated differently presenting particular characteristics, which shows that the tourism sector plays an important role in the generation of innovations that allow efficient management of tourism resources, competitive generation Advantages and creation of value (Hjalager, 2010).

Between 2010 and 2017, a total of 349 articles were published in Tourism, Management and Business Management journals that address tourism innovation systems, with an important growth rate that ranges from 2 articles since 1985 to 79 articles in the year 2017. Affirming the above, it is appreciated that the innovation systems are leading the lists as an important topic in academic conferences as it reflects the need for research in this field. Within the literature, different agendas can be identified to guide future research in innovation to services.

The most recent was produced by (Hjalager, 2010), in order to create networks to boost innovation, as well as to know the factors of collaboration that intervene in innovation and competitiveness between tourism companies with the government, universities and the community. And, also, it is necessary to study public policies that promote innovation in the tourism sector and especially in small businesses.

Objective

The study, defined as objective a systematic review of the Scopus database, to analyze its behavior in recent years and identify with the analysis, the trajectory of innovation in the tourism sector, allowing to identify the gaps in the literature, its characterization and its relevance, in order to conform to identify future lines of research, using a meta-analytical approach.

Methodology

For the development of systematization and statistical and computer tools that facilitate calculations in our area of study, this research adopted the author's model (Melo Mariano, García Cruz, & Arenas Gaitán, 2011).

With the Meta-Analytical Approach, which is a research process that requires compliance with the standards of the scientific method: objectivity, systematization and replicability. (Marín Martínez, Sánche Meca, Huedo Medina, & Fernández Guzmán, 2007), compared to traditional reviews of research, also called qualitative or narrative reviews, unlike a meta-analysis that allows the quantification of research results and analyze together (Marín Martínez et al., 2007).

The systematic review of articles obtained from the SCOPUS electronic database, accredited and recognized for the purpose of searching the literature regarding Innovation in the tourism service was carried out.

It is possible to describe in seven phases: that the following is described: (1) determine journals of the research area; (2) Establish relevant journals; (3) Sustain the Database with articles; (4) analysis of authors and articles; (5) Determine lines of research and theoretical approaches; (6) Keyword Analysis and (7) Relationship Study.

Later we detail each one of these steps through the following scheme.

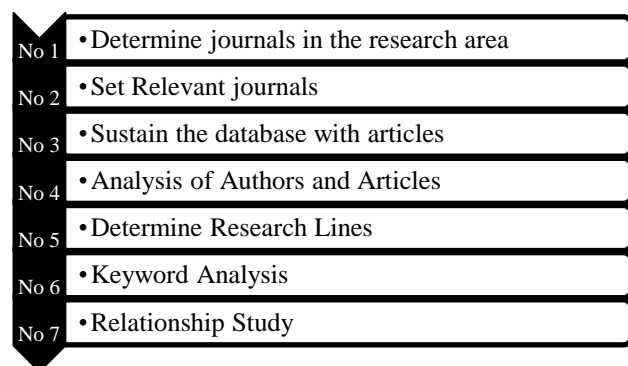


Figure 1. Phases of the methodological design of the Meta-analysis

Source: Adapted from the Author (Melo Mariano et al., 2011)

Results

Phase 1. Determine the journals in the area of research

The first phase, relates the investigation of material of scientific value through the determination of the sources of the data that we are going to work on in the investigation.

It has been proposed, from the bibliometric perspective, as material of the input where the analysis is applied, the data offered from scientific journals have been taken from the existing record in Scimago Journal Rank (SJR), derived from the SCOPUS database which is based on an algorithm called Page Rank, describing the word of interest "innovation in tourism", identifying (all subject areas) the area of interest of the Business, Management and Accounting study and the (all subject categories) by selecting 9 categories of academic scientific journals indexed with SJR classification impact factor and citations received from articles published in a journal.

Areas of interest of the study	1. Accounting
	2. Business and International Management
	3. Business, Management and Accounting (Miscellaneous)
	4. Industrial Relations
	5. Management of Technology and Innovation
	6. Marketing
	7. Organizational Behavior and Human Resource Management
	8. Strategy and Management
	9. Tourism, Leisure and Hospitality Management

Figure 2. Identificación de categorías del área de interés del estudio

Source: Based on data from Scimago Journal

Phase 2. Establish relevant journals

For the second phase the SCOPUS database has been used, applying the search tool (SSfM)¹ 1.0, which feeds on Elsevier's Scopus search results and uses them to process data from the SCImago Journal & Country Rank portal. Scopus <http://www.scopus.com>). (Ramirez Correa, 2008).

The SSfM is the one that allowed to choose journals defining selection criteria and minimum parameters required as: impact factor, times that have been cited and not published in conference journals, in addition, identify publication origin, and the most consulted to download the articles, and as a result has reported a number of (18) most relevant Q1 quartile journals, which give us the guidelines that are of better quality and seek information, which are indexed in the Scopus databases.

Next, the graphic shows reports of journals classified with Sweet Spots and the green circles represents the size and indicates the number of articles in a journal of the loaded data, and in addition the green color that depends on the percentile of the journal with respect to its Hindex index and this is higher p66².

Also, the illustration diagram presents the position on the X axis that is the SJR percentile of the journal and the position on the Y axis is the percentile of the publication documents in the journal.

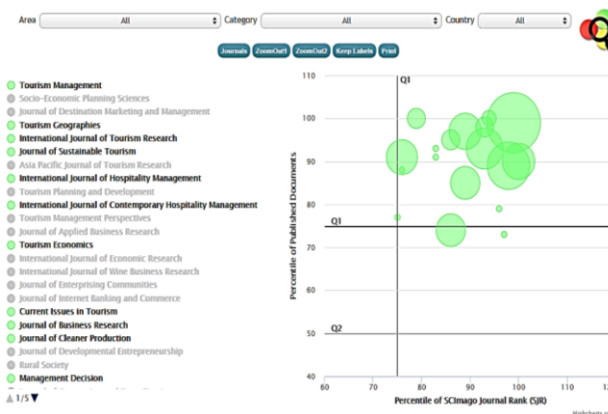


Figure 3. Report 1/5 sheet of classified Q1 journals with sweet spots

Source: Prepared by the authors, with data from the SCImago Journal & Country Rank portal. (2010-2017).

N	Journal	SJR*	H ind ex*	Total Cites (3years)	Arti cles
1	Tourism Management	2.11	96	504	30
2	Journal of Sustainable Tourism	1.904	49	150	18
3	International Journal of Tourism Research	1.134	19	394	13
4	Current Issues in tourism	0.889	33	441	10
5	Annals of Tourism Research	2.262	95	1007	10
6	Tourism Economics	0.512	34	203	9
7	Tourism Geographies	0.901	34	311	8
8	International Journal of Contemporary Hospitality Management	1.079	28	766	8
9	International Journal of Hospitality Management	1.318	52	1624	3
10	Journal of Business Research	1.183	100	4548	3

1 Sweet Spots for Manuscripts 1.0, free software tool

2 Value that divides an ordered set of statistical data and is formed from a percentage of such data is less than said value.

11	Management Decision	0.892	41	600	3
12	Journal of Cleaner Production	1.588	81	15164	2
13	Industrial Management and Data Systems	0.846	61	591	1
14	Museum Management and Curatorship	0.275	16	480	1
15	Journal of Evolutionary Economics	0.552	48	140	1
16	Journal of Management Studies	4.047	105	810	1
17	International Journal of Forecasting	1.056	55	573	1
18	Journal of Travel and Tourism Marketing	0.897	21	476	1
TOTAL ARTICLES					123
<p>SJR*= The quality and reputation of the scientific journal have a direct impact on the value of the appointment. Therefore, the appointment of a journal with a high SJR is worth more than the appointment in a journal with a lower SJR.</p> <p>H index*= Proposed by Hirsch of the University of California, in the year 2005. The H index Hirsch is an indicator that allows to evaluate the scientific production of a researcher</p>					

Table 1. Relevant Q1 quartile journals

Source: Own elaboration based on Scopus Data (2010-2017).

Phase 3: Support the Database with Articles

Selected journals for our study, the exploration was made in the database of Scopus, in English "innovation in tourism" has been considered the time of seven and a half years (2010-2017). The results of the journals consulted were (123) out of a total of (394) articles on the subject. Among the journals that have quartile Q1, with high impact level research.

The database of data, has the possibility of exporting to a text file with a set of variables considered and related to each article in Excel: Authors (s), Title of the document, Year, Title of the source, Volume, Abstract, edition, Pages, Counting appointments, Serial identifiers, etc. that is shown below.

Journals	2010	2011	2012	2013	2014	2015	2016	2017	TOTAL
Annals of Tourism Research	3	1	1	1	2	2			10
Current Issues in Tourism	1		2	1	2	3	1		10
Industrial Management and Data Systems					1				1
International Journal of Contemporary Hospitality Management	1		1		1	1	3	1	8
International Journal of Forecasting		1							1
International Journal of Hospitality Management				1			1	1	3
International Journal of Tourism Research	1	2		2	2	2	3	1	13
Journal of Business Research				1			2		3
Journal of Cleaner Production							2		2
Journal of Evolutionary Economics				1					1
Journal of Management Studies			1						1
Journal of Sustainable Tourism		1		3	2	5	5	2	18

SAUCEDO-ESTRADA, Hael Karina & AYAVIRI, Alberto. Innovation in the tourism sector: From a meta-analytical approach. ECORFAN Journal-Republic of Cameroon. 2017

Journal of Travel and Tourism Marketing	1								1
Management Decision					2	1			3
Museum Management and Curatorship				1					1
Tourism Economics	1	1			3	3		1	9
Tourism Geographies	2		1		3		1	1	8
Tourism Management	2	3	5	2	3	8	2	5	30
Total general	12	9	11	12	20	26	21	12	123

Table 2. Distribución de los artículos según JOURNALS (2010-2017)

Source: Own elaboration based on Scopus Data (2010-2017).

Through the graph, we can validate the scientific importance of the study, which shows that the issue is gaining much importance and interest year after year, as you can see the graph shows that in the 2010 management, 12 articles were published and that through the At the same time, it had a gradual growth in the number of publications, standing out with greater number in the 2014 and 2015 administrations with 26 and to date 12 publications until June 2017, which means that the interest of researchers in this area could be growing towards greater number.

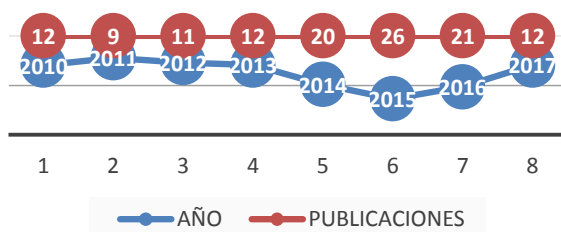


Figure 4. Distribution of articles according to journals, 2010- 2017

Source: Based on data from Scopus (2010-2017)

Phase 4: Analysis of Authors and Articles. This phase is divided into two aspects:

- a. First we analyzed the most cited authors and the results were obtained by two ways to compare and cross Excel information and vosviewer: Vos Viewer maps (Eck & Waltman, 2013) highlighting the 10 most cited authors, standing out with a record of citations of 289 by Hjalager AM (2010), San Martín H. (2012) 88 citations, Camisón (2012) with 77, Hall J. (2012) with 65, Paget (2010) and his 59, Weidenfeld A. (2010) with 59 citations and so on as described in table 3.

Author	Citations
Hjalager A.-M.	289
San Martín H.	88
Camisón C.	77
Hall J., Matos S.	65
Paget E.	59
Weidenfeld A.	56
Farsani N.T.	51
Aldebert B.	51
El-Gohary H.	45
Gurel E.	43

Table 3. Featured authors according to citations

Source: Own elaboration based on Scopus report

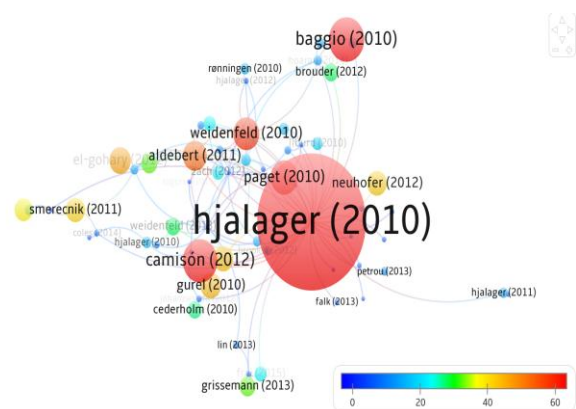


Figure 5. Top Authors Map with Vosviewer

Source: Self made

- b. This part has as its goal to show their articles and make an analysis of the (10) most cited authors of the bibliography found and the selection of their works was made, generating an association of authors with their respective works published more than twice and with an average of 82.4 citations per article, higher than the total average. These data allow us to conclude that they have a high impact factor in the Innovation literature in tourism, since these articles form the basis of the articles since 2010-2017

Author	Title	Journal	Year	Citations
Hjalager A.-M.	The review of innovation in tourism	Tourism Management	2010	289
San Martín H.	Influence of factors of user factors in the purchase of automobiles in the tourist field: Integration of innovation in the UTAUT framework	Tourism Management	2012	88
Camisón C.	Measuring innovation in tourism since the Schumpeterian and perspective perspectives	Tourism Management	2012	77
Hall J., Matos S.	Entrepreneurship and innovation at the base of the pyramid: Is the recipe even growth or social exclusion?	Journal of Management Studies	2012	65

Paget E.	Innovation tourism case. An actor-network approach	Annals of Tourism Research	2010	59
Weidenfeld A.	Cross-border information transfer and innovation	Annals of Tourism Research	2010	56
Farsani N.T.	Geotourism and geoparks the novelties for socioeconomic development in rural areas	International Journal of Tourism Research	2011	51
Aldebert B.	Innovation in the tourism industry: The case of Tourism @	Tourism Management	2011	51
El-Gohary H.	Factors Affecting E-Marketing Adoption and Execution in Association Tourism: An Empirical Enterprise from the Small Government Village	Tourism Management	2012	45
Gurel E.	Tourism students' entrepreneurial intentions	Annals of Tourism Research	2010	43

Table 4. Top Authors most cited according to Scopus database

Source: Self made

Phase 5: Determine Research Lines.

To establish the main lines of investigation and theoretical approaches that deal with the topic of innovation in the tourism sector, it is necessary to make an analysis of the main articles and what positioning they take in the literature.

In the review of the articles it was concluded that the lines of research that most discussed the proposed study, are addressed various categories of innovation: product, process, management, market and institutional, environmental. Important determinants of innovation are recognized, including the role of entrepreneurship, the technological impulse and the existence of cluster in published works.

While the most used theoretical approaches were the approaches, the Radical and Incremental innovation Being Based on the theories. This phase is substantial so that it is possible to define the new bases and ways of the investigation to be continued so that the this author according to the scientific interests.

Phase 6: Análisis de las palabras clave.

In order to keep abreast of new research, it can be seen that of the 624 key words are not repeated, suggesting the existence of different topics that are addressed in the research and criteria were handled through a Vosviewer search, these words reveal adequate characteristics of each work, allowing to congregate the studies and classify them.

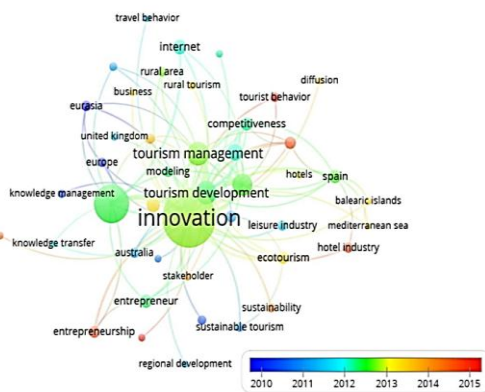


Figure 6. Keywords
Source: Own elaboration based on Vosviewer

Phase 7: Study of relationships.

Now involves carrying out a relationship study, after reviewing the bibliographic research you have the necessary material to develop a structural model, along with all the Phases of the research.

But it is pertinent to support the empirical work by identifying the (10) most cited authors and identifying the types of innovation that the authors highlight in their studies, with a greater number of studies in product innovations, followed by a process, to which there is that currently add innovation in the environment as something imposed at a social legal level and that has as its purpose corporate social responsibility, as shown in table 5.

Types of innovation	No. Publications
Product	40
Process	32
Market	15
Knowledge Management	10
Organizational	11
Environmental	9
Theoretical	4
Institutional	2
Grand Total	123

Table 5. Types of innovation that describe the articles
Source: Self made

Finally, it is important to know what is the contribution of the (10) most cited authors, to know which theoretical approach is most approached, in what places the research has been applied, to know in which the most used statistical techniques, which describes the table.

No. 1 Author
Hjalager A.-M.
Type of innovation
Theoretical
Contribution
Shows Various categories of innovation - product, process, management, marketing and institutional. The main determinants of innovation have been confirmed, including the role of the initiative, push technology and the existence of industry industrial industries. The representation of knowledge is also identified as a critical factor for the consequences and nature of innovations. The review of the JOURNALS that are not yet limited and empirically evident comparable of the level of innovative activities and their impacts and a great capacity for the countries of origin and national. The agenda for the prospection of the future is uncertain, which suggests that there is a question of formal quantification and for the qualitative tests of the foundations, processes, measures and policies of innovation in tourism
No. 2 Author
San Martín H.
Type of innovation
Market
Contribution
It explores the process of adoption of new information technologies by users of rural tourism services and, more specifically, the participation factors of individuals who explain their intentions to make reservations directly through the websites of rural areas. In the event that there is a change in the quality of the information, it must be taken into account that the use of information technology (UTAUT), this study establishes a model that includes five variable explanations of the online purchase. The empirical results obtained in a sample of 1083 from which several rural websites have been examined suggest that the competitiveness of purchases is positively influenced by: 1) the levels of performance and expected performance with respect to the transaction; and 2) the level of user innovation. In addition, the constructive innovation has a moderate behavior in the relationship between the performance of the expectation and the online purchase.

No. 3 Author
Camisón C.
Type of innovation
Organizational
Contribution
Through the diagnosis, it shows two main centers: how the secondary bases of active activity define the limits of industry tourism, and the degree to which these databases reflect the particular characteristic of this economic activity. It is important that these analyzes present errors and anomalies, the understanding of the situation at the micro level and complicating the problem of international comparability, and the analyzes do not capture the internal heterogeneity of the intrinsic behavior of tourism of certain companies, activities. The problems related to the indicators and the needs of the study methods to complement the development of indicators in the secondary sources. The study included a set of proposals that should be considered in the context of the scoreboard to provide a preview of technological tourism and innovations, as well as its innovative innovations, as well as its innovative capabilities, the combination of the Schumpeterian discipline and the dynamics based on the capabilities, and also cross-references the feasible comparisons.
No. 4 Author
Hall J., Matos S.
Type of innovation
Institutional
Contribution
The contribution is to improve the understanding of initiatives to promote recruitment policies worldwide, including growth in the BOP. In the event of a change in working conditions, policies and social inclusion policies. The orientation policies of companies and the prospects of employment prospects. The study extends on the subject of BOP, entrepreneurship, the global value chain, and sustainable tourism literature by examining the poor, entrepreneurs, the role of local innovation, and the promotion of company policies.
No. 5 Author
Paget E.

Type of innovation
Market
Contribution
It examines the innovations of the tourism company in the particular context of ski resorts. Actor-Network Theory, applied to the tourism sector, raises the conceptual framework of the study. The results, after several qualitative methods, show that business growth refers to the implementation of new partnerships between actors and non-entities. Thanks to its "leader of the driving," the company of managers at interest and winding in their project. The analysis helps to understand how, within a tourist destination, existing resources can be reconfigured to create a unique and the products that ensure the success of the company.
No. 6 Author
Weidenfeld A.
Type of innovation
Knowledge Management
Contribution
This study examines the transfers of communications between attractions in Cornwall, England, paying attention to the comparison of the cluster and the similarity of the industry. It is based on a deepening of the depth with the administrators of the tourist attraction and the key management in two spatial contrasts. The results show that the geographic proximity, the similar product and the market of the similarity of the quality of the services of transfers and the innovation of the spillovers, in the local and the region scalas. It is also shown that the influences of the similar of matter and spatiality are related to it, although this is a specific scale. The work of the companies through an in-depth knowledge of the transfers and innovations in the business of industrialized companies, exploring the sources, the resources, and the results of the knowledge of the transfer, and providing insights into the complexities of the similar and of the geographic proximity and geographic / clustering location.
No. 7 Author
Farsani N.T.
Type of innovation
Product

Contribution
Geoparks, innovations for the protection of natural and geological heritages, play an important role in the development of geotourism. In terms of geotourism, the establishment of geoparks can generate new jobs, new economies and other sources of income, especially in rural regions. This fits the production of local products and crafts involved in geotourism and geoproducs. This document discusses the role played by geoparks in the sense of the economy of the local population. In this end, 25 geoparks have been evaluated (20 in Europe and 3 in Asia [Malaysia, Japan and Iran], 1 in Australia and 1 in South America [Brazil].
No. 8 Author
Aldebert B.
Type of innovation
Process
Contribution
His contribution was to capture and capture the evolution of innovative innovations in the tourism industry through the empirical analysis of annual tourist trips. Tourism is an important fair trade in Europe that is mainly linked to the tourism industry, for example, innovative startups, small and medium enterprises, large multinationals and academics. The event offers important information on innovation in the tourism industry through competition for projects that reward new technologies or new ICT applications applied to tourism. The database of innovative projects during competitions is exploited and analyzed in the Secondary Section of innovation and project production. The three main attributes of the framework are used for the analysis of the industry: the knowledge bases, the arguments and the demand. The paper highlights the intensity of innovation activity in tourism, and gives evidence of the rapid evolution of the tourism industry, as well as the impact of ICT impact on this evolution.
No. 9 Author
El-Gohary H.
Type of innovation
Market
Contribution
Analyze the different factors that affect the adoption of electronic marketing (E-Marketing) by small communities.

<p>The study validates the conceptual framework of TAM and RTD models to describe marketing and a quantitative application, on what date the survey is based on a questionnaire at different levels of the study. Advanced and unused tools to analyze the registration date. The results indicate that the autonomous communities of tourism and external factors have a great impact on the adoption of E-Marketing by such organizations.</p> <p>The results also confirm that the theories (TAM and IDT) are valid in the E-Marketing illustration of adoption by the minority government communities. The results reinforce the importance of the differentiation factors in the marketing of E-Marketing and add to the limited limited number of empirical studies that have been conducted to investigate E-Marketing adoption in the countries of the next meeting.</p>
<p>No. 9 Author</p> <p>Gurel E.</p>
<p>Type of innovation</p> <p>Theoretical</p>
<p>Contribution</p> <p>He researched the relationships between entrepreneurs, socioculturality and the entrepreneurial initiative of university students in the United Kingdom and the United Kingdom. 409 student tourism have been attenuated to the entrepreneurial, enterprising measure including risk-taking propensity, innovativeness, tolerance of ambiguity and locus of control and socio-cultural factors.</p> <p>The results indicate that there is a statistically significant relationship between innovation, propensity to take risks, family entrepreneur and entrepreneur. Education does not seem to play an important role in measures to combat the intentions of university students.</p>

Table 6. Conceptual studies on innovation in Tourism

Conclusions

As a result of this research work, the opportunity to continue with academic research was identified, due to the theoretical vacuum that still exists at the level of academic studies.

The systematic review reveals that there is still little systematic and comparable empirical evidence of the level of innovative activities at the Latin American level and its broader impacts and implications on innovation processes, innovation barriers, innovation and economic performance, policy studies and evaluations, academic core, entrepreneurship and the development of theories of innovation in tourism. What allows to generate a future investigation, which proposes that there is an inquiry of quantification and qualitative studies.

The review shows that the articles are grouped into seven major categories: a) organizational innovation, b) product innovation, c) process innovation, d) market innovation e) knowledge management in innovation, and f) Organizational innovation models . g) environmental h) institutional. Most of the studies are given in the context of hotels, restaurants, travel agencies and theme parks, etc.

Demonstrating that innovation in tourism companies is a topic of emerging study that will strengthen the development and competitiveness of the sector itself.

It has been found that the origins of the publications are from Anglo-Saxon countries and that no study of Latin American countries has been identified and even more so in the case of Bolivia, which presents very little and mostly publications with a low impact factor, it is convenient to have a look to that database with high impact factor publications.

The limitations of the study are recognized, because only the Scopus database was taken into account as we consider that there may be other studies in the area and in other databases that were not considered in the approach of this article.

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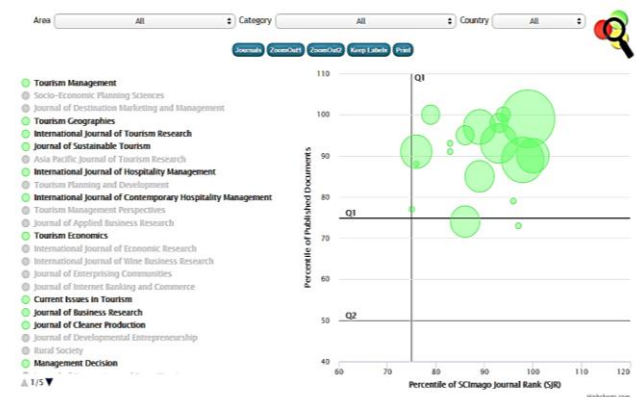
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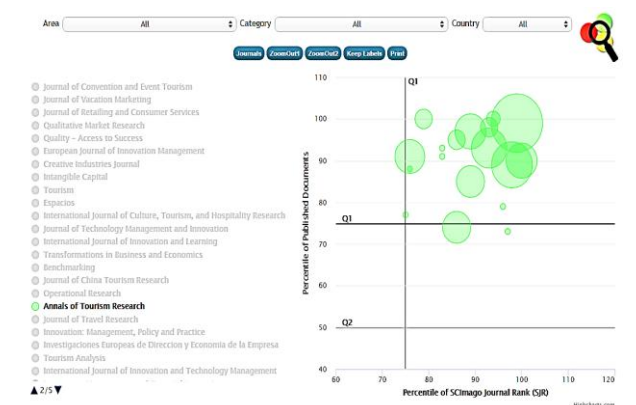
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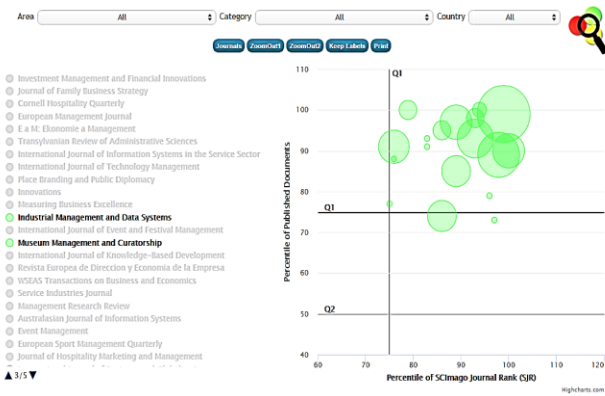
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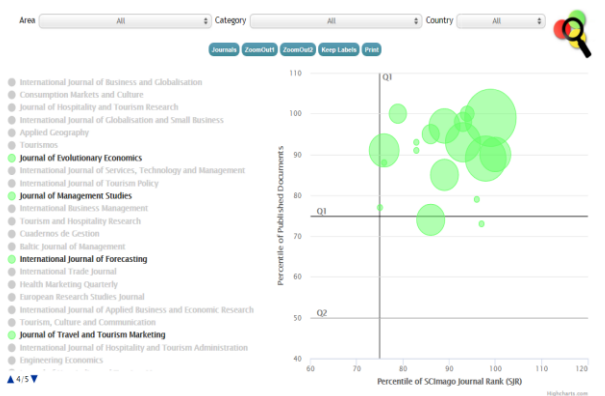
Annex 1. Report sheet 1 JOURNALS classified with Sweet Spots from scopus database
Source: JOURNALS selected from the Scopus database, (2010-to June 2017)



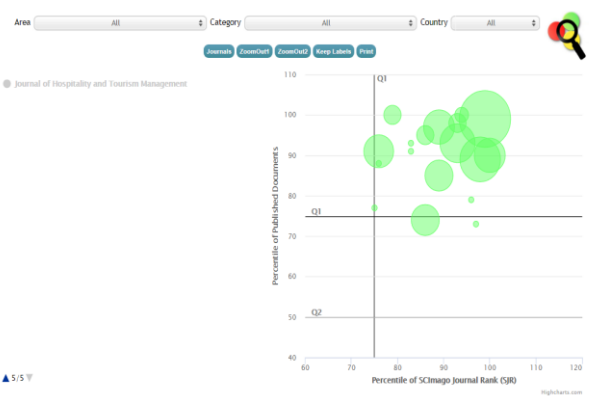
Annex 2. Report sheet 2 JOURNALS classified with Sweet Spots from Scopus database
Source: JOURNALS selected from the Scopus database, (2010-to June 2017)



Annex 3. Report sheet 3 JOURNALS classified with Sweet Spots from Scopus database
 Source: JOURNALS selected from the Scopus database, (2010-to June 2017)



Annex 4. Report sheet 4 JOURNALS classified with Sweet Spots from Scopus database
 Source: JOURNALS selected from the Scopus database, (2010-to June 2017)



Annex 5. Report sheet 5 JOURNALS classified with Sweet Spots from Scopus database
 Source: JOURNALS selected from the Scopus database, (2010-to June 2017)