

A Bibliometric Study on Spin offs Research

Manuel Anibal Silva Portugal Vasconcelos Ferreira¹, Roberta Manfron de Paula²

¹Uninove – The University of the Ninth of July
Masters and Doctoral Program in Business Administration
E-mail: manuel.portugal.ferreira@gmail.com

²Univás – The University of Valley of Sapucaí
E-mail: roberta.univas@terra.com.br

Research on spin offs have been widely studied and related to entrepreneurship and innovation. The spin-offs of companies can be designed as a set of activities implemented by a company in order to help one of his employees, or a group of employees interested in creating a new company. Thus, the parent company supports an employee with a set of activities which vary from one context to another, but more often involve technical assistance, business advice, direction and management, sometimes financial support. Called spin off the company that benefited from support on the part of their parent company. Taking the concept of spin-offs as a central phenomenon of research conducted a bibliometric study of 812 articles published in ISI - Web of Knowledge in order to examine citations and co-citations to measure the ties linking authors and theories. Bibliometrics is the mathematical and statistical analysis of communication in documents and is believed to provide a relatively robust and less subjective to analyze the foundations of an academic discipline, bibliometric methods are used to identify the conceptual building blocks of emerging fields method. Using bibliometric techniques to achieve this goal we analyze how a community of researchers have approached the concept of spin-off and in which contexts are more evident. Bibliometric analyzes are useful for making sense of the extraordinary amount of publications that occur, especially when the scope of traditional literature reviews productzir falls short of a credible vision of the state of the art, or stock of knowledge in a field (Borner et al, 2003) . We complement this search with citation analysis to measure the number of works cited to validate the degree of importance and influence of a particular field of study, and co-citation analysis to identify connections between works by the combined use of references in a group of academic articles. The main results presented draw the profile of the knowledge network established in the various theoretical approaches to spin offs, such as the theoretical emphasis of VBR - Resource Based View. Future studies can be developed to close conceptual and empirical gaps.

Keywords: spin offs; bibliometric study, analysis of co-citations, management research.