

Scientific mapping and research trends in the fields of business strategy and competitiveness

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INNOVATION is a process present in the development of humanity since ancient times. Without it, we would not be able to enjoy the technological benefits with which society carries out its daily activities, such as saving water, efficiency in energy consumption, information technology, and improvement of industrial processes, to mention a few examples. Scientific research, in this sense, is one of the most benefited by innovations since new ways of doing things, procedures and access to more knowledge for the benefit of people and their environments start from it (López-Robles, Guallar, *et al.*, 2019; López-Robles, Otegi-Olaso, *et al.*, 2019).

An innovation strategy in the current knowledge era is based on searching for previous research on a particular topic. All this is through intelligent techniques such as bibliometric analysis. These analyses help to know the background, origins, specific characteristics and variables of different kinds on a given topic of science to deepen and visualize new findings. This is possible now through technological

tools such as SciMAT, which allows for generating longitudinal maps from publications indexed in different academic databases (Cobo *et al.*, 2012; Gutiérrez-Salcedo *et al.*, 2018; Moral-Muñoz *et al.*, 2020). This procedure makes it easier for researchers to develop information searches to promote innovations in different fields of knowledge and establish strategies that create new contributions to the state of the art (Cobo *et al.*, 2011; Herrera *et al.*, 2009).

In this sense, this special issue deals with matters related to innovation in the field of administration and organization management. To this end, the concept of economic freedom of university graduates and their connection with the academic, scientific and technological environments is based on. In addition to applying intelligent contracts based on blockchains, which go through the new organizational and business models, clusters and resilience play a competitive role. All this, taking into account the challenges that have arisen in recent years, such as COVID-19 and changes in global and local dynamics (Herrera-Viedma *et al.*, 2020;

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Porter & Detampel, 1995; Porter, 1985; Prescott & Smith, 1987; WHO, 2020).

The application of bibliometrics, beyond facilitating reviews of the state of the art of particular topics, also allows for establishing reference frameworks for studying the technical, scientific, economic and social causes. All of this accelerates the evolution of the modern world and the forecast of situations that could arise from their combined influences. From these contributions, innovation remains present and will continue establishing new ways of working in administrative sciences. The generation of knowledge through innovative processes in different fields of science will reduce uncertainty in future organizational challenges. These innovative processes make it possible to link society with education and research, generating greater insight into the technological, organizational and social changes humanity will face in the future.

As can be seen, this edition seeks to propose future scenarios to establish in the present what are the best actions or measures to take, whether in the academic, scientific, technological, business, public, or social spheres. It should be noted that the definition of reference frameworks, based on the latest advances in state of the art, can be taken as a point of reference to deepen within the same area of knowledge or with others. This would generate new synergies in the development of knowledge.

CONTRIBUTION STATEMENT

Conceptualization, writing-original draft, writing-review and editing: Rubén Álvarez Diez, José Ricardo López-Robles.

Project administration, supervision: Rubén Álvarez Diez, José Ricardo López-Robles.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

STATEMENT OF DATA CONSENT

No data have been generated during the development of this study. ●

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