Relationships between Intellectual Capital and Agro-food Industry of SMEs: Bibliographic Research

Vzťah medzi intelektuálnym kapitálom a agropotravinárskym priemyslom v MSP: bibliografická analýza

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Abstract

The accumulation of intellectual capital and intangible assets plays an increasingly important role in today's knowledge-based economy. Increasingly, companies are seeking to increase the proportion of intangible assets relative to tangible assets in their total assets. Intellectual capital is seen as an important value-added asset of modern enterprises, supporting their productivity and innovativeness. The present study is aimed at conceptually mapping the relationship between intellectual capital and the agro-food industry in small and medium enterprises. The main database of this study is Web of Science, using which we collected a sample of 9,148 records. The given sample includes records from the year 1993 to 2023. The collected sample was analyzed using descriptive statistics and bibliographic analysis. The bibliographic analysis was visualized by using VOSviewer software. The added value of the research is the detailed mapping of the relationship between intellectual capital and the agro-food industry, which still has a larger share of intangible assets in its assets. At the same time, the study describes the current research trends in the field and can serve as an inspiration to choose a research direction for future publications.

Keywords: *Intellectual Capital, intangible Assets, Green Innovation, Agro-Food Industry, SME*

JEL Classification: M21, O34

Businesses are currently operating in a new knowledge-based economy in which intellectual capital, innovation and overall intangible assets play an increasingly important role. Historically, intangible assets have always been regarded as risky assets. Assets are economic resources with the potential for future services. In general, the future service potential of intangible assets is more difficult to measure than the benefits derived from investments in tangible assets such as property, plant and equipment. However, in today's economy, value is created by intangible capital (Eckstein, 2004).

The main purpose of this research is to provide a bibliographic analysis of the relationship between intellectual capital and the agro-food industry. We have divided the work into several parts. In the first part we briefly introduce the terminology of the basic concepts of the problem. In the second part we described the used research methodology and data collection, and we also defined the research questions. In the third part we describe the findings and answer the research questions.

The topic of intellectual capital is new and has its roots in the 80s of the last century. Studies in intellectual capital research have identified a taxonomy of four phases (Dumay a Garanina, 2013; Guthrie et al., 2012; Labra a Paloma Sánchez, 2013; Roos a O'Connor, 2015):

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1) The end of 1980-1990 is associated with the stage of development of the theoretical framework of intellectual capital. Intellectual capital focused on the recognition of its importance in creating and managing sustainable competitive advantage.
2) The period 2000 – 2003 is associated with the development of intellectual capital linked to empirical evidence. Approaches to the measurement and management of intellectual capital are demonstrated, justified, and supported by empirical evidence. Conceptualisation of specific aspects of intellectual capital has begun. Different classifications were developed that helped to define and group different methods of measuring and evaluating intellectual capital.
3) The period 2004 – present is associated with the development of research into the implications arising from the use of intellectual capital. Practical analysis with deeper use of intellectual capital management (based on decisions by type of company).
4) The period 2004 – present is also linked to the development of regional and national intellectual capital. Research on intellectual capital in the context of ecosystems at national and regional level. Changing approaches to understanding the drivers for wealth creation based on a balance of intellectual and financial measures. These approaches aim to create a more holistic vision of national innovation capacity and reinvent policies and society. This stage corresponds to the current research on intellectual capital, taking into account the latest scientific production.

Intellectual capital was defined in this study as the accumulation of intangible assets, knowledge, skills, abilities, relationships, etc. at the employee level and at the level of the organisation within the enterprise and can most commonly be divided into three types: human capital, structural capital and relational capital (Bontis 2002; Beattie a Thomson 2007; Chu et al. 2006; Rodrigues Vaz et al. 2019). Intellectual capital is an asset that is knowledge-based and developed through flows between different categories. Intellectual capital is a portfolio of intangible resources and their flows. Intellectual capital is the process of obtaining future benefits that does not take financial or tangible form (Rudež a Mihalič 2007).

Definitions of green IC and environmental IC are rare in the management literature. Among them, Chen (2007) defined green IC as the total stock of all kinds of intangible assets, knowledge, skills and relationships, etc. about environmental protection or green innovation at the individual and organizational levels within an enterprise. Liu (2010) defined green IC as the integration of ecological and environmental knowledge resources and knowledge capabilities of enterprises to improve competitive advantage. López-Gamero et. al. (2011) proposed green IC as the sum of all the knowledge that an organization is able to use in the process of implementing environmental management to gain a competitive advantage (Jirakraisiri et al. 2021). Green intellectual capital enables organizations to comply with stringent international environmental regulations, meet the growing environmental awareness of consumers, and create value for the organization (Huang a Kung 2011; Rustiarini et al. 2022).

Methodology

For this study, we chose bibliographic analysis as the main method to analyze the collected sample of literature data. Bibliographic research is an important aspect of research in various fields of science. It involves systematically studying published materials such as books, articles, and other relevant sources of information on a particular topic. The purpose of bibliographic research is to identify and analyze the existing literature on a particular topic and to provide a comprehensive overview of the research carried out in that field (Donthu et al. 2021). One of the main advantages of bibliographic research is that it can help researchers identify gaps in the literature and potential areas for future research. It can also provide a deeper understanding of the history of a particular area of study and the development of concepts, theories, and methodologies. Bibliographic studies can also help researchers determine the validity and reliability of existing research by identifying the source and authors of the research and assessing the quality of their work (Castillo-Vergara et al. 2018). In addition, we also used descriptive statistics to make the structure of the analyzed data and the overall trend more familiar to the potential reader.

VOSviewer was used as the main software to perform the above analysis. VOSviewer (Visualization of Science Landscapes) is a freely downloadable software for creating and visualizing reference networks in journals, researchers, or individual publications. It can be based on citations, bibliographic references, citations, or co-authors. The software provides text-mining capabilities that can be used to visualize consensus networks of important information in the scientific literature. The software links keywords using the association function (default setting). The strength of association is used to normalize the strength of links between elements (DeGroote 2023).

For the purpose of this study, we set the following research questions:

RQ1: What are the main themes framing the relationship between intellectual capital and Agro-food industry?

RQ2: What is the trend in research on the relationship between intellectual capital and the Agro-food industry?

RQ3: Which countries are most concerned with the chosen topic?

The analysed sample was collected from the Web of Science database. Tab. 1 describes the filtering criteria that were used. Our final sample after applying the inclusion criteria is composed of 9,148 records.

Tab. 1 Kritéria filtrovania výskumnej vzorky
Criteria for filtering the research sample

|	**Výsledky filtrovania[7]**
Vybrane kľúčové slova[1]	Intelektuálny kapitál (Všetky oblasti) A Zelený intelektuálny kapitál (Všetky oblasti) A Zelené inovácie (Všetky oblasti) ALEBO Environmentálne politiky (Všetky oblasti) ALEBO Zelená politika (Všetky oblasti) A Nehmotné aktíva (Všetky oblasti) A Agrárny priemysel (Všetky oblasti) ALEBO Agropotravinársky priemysel (Všetky oblasti) A MSP (Všetky oblasti)[8].
WoS Databáza[2]	Celkový počet publikácií[9]: **262 237**
1. Kritérium[3]	Kategórie WoS: "Manažment", "Multidisciplinárne vedy", " Ekonomika ", "Podnikanie", "Podnikové financie", " Matematické interdisciplinárne aplikácie ", „Operačný výskum manažérskej vedy" A vylúčiť všetky ostatné[10]. Celkový počet publikácií[9]: **16 982**
2. Kritérium[4]	Jazyk: "Anglický"[11] Celkový počet publikácií[9]: **16 680**
3. Kritérium[5]	Typ publikácií: „Článok", „Otvorený prístup" [12] Celkový počet publikácií[9]: **9 148**
Finálna vzorka[6]	**9 148 záznamov[13]**

Zdroj: WoS[14]

1/ Selected Keywords, 2/ WoS Database, 3/ 1st inclusion criteria, 4/ 2nd inclusion criteria, 5/ 3rd inclusion criteria, 6/ Final Sample, 7/ Results of filtering, 8/ Intellectual Capital (All Fields) AND Green Intellectual Capital (All Fields) AND Green Innovation (All Fields) OR Environmental Policy (All Fields) OR Green Policy (All Fields) AND Intangible Assets (All Fields) AND Agro Industry (All Fields) OR Agro-food Industry (All Fields) AND SME (All Fields), 9/ Total Documents, 10/ Web of Science Categories: "Management", "Multidisciplinary Sciences", "Economics", "Business", "Business Finance", "Mathematics interdisciplinary Applications", „Operations Research Management Science" AND exclude all others, 11/ Language: "English", 12/ Document types: "Article", "Open Access", 13/ 9,148 Records, 14/ Source: Web of Science

The time range was not set as an inclusion criterion because the first available articles are from 1993, therefore, given the availability of data, we set the beginning of the study period in 1993 and the end of 2023. It is important to note that as the 2023 year is not yet completed, the publication counts may change somewhat. The analyzed sample was collected on November 18, 2023.

Vlastná práca

We first performed descriptive statistics to better understand the studied sample. In Graf 1 we have shown the overall development of the trend of published research on the relationship between intellectual capital and the agro-food sector. The research on the topic has its roots in the 1990s (the research of the IC itself has its roots in the 1980s). We observe an upward trend over the whole observed period. We observed an extreme increase in research with the advent of the COVID-19 crisis when classical enterprises with a majority of tangible assets felt constraints in business.

Graf 1 Trend výskumu zvolenej problematiky
*The trend of researching on the selected topic*
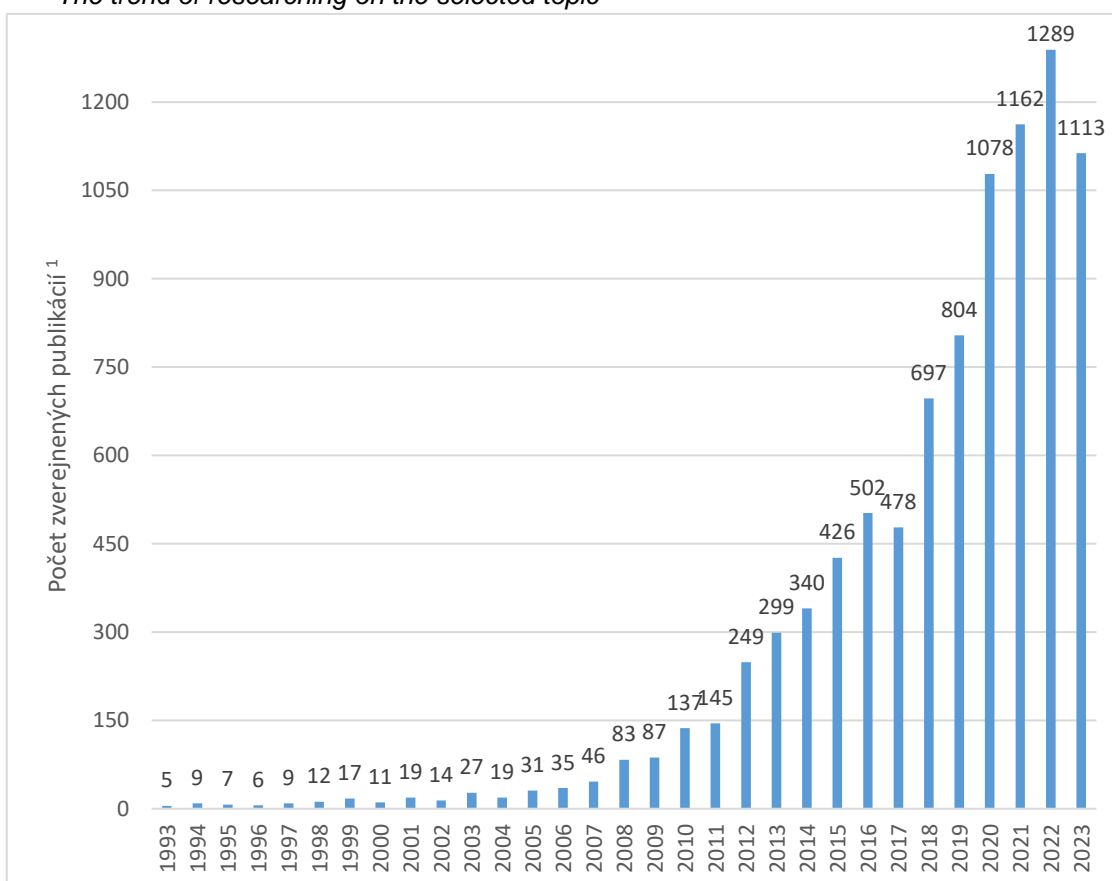
Zdroj: vlastné sprácovanie[2]

1/ Number of published articles, 2/ Source: own processing

In addition to the trend, we also looked at the countries involved in the research. Graf 2 shows a map based on the number of papers: the darker the color, the more publications the authors of the corresponding country have published. The clear leader in the number of publications is the USA (3,702 publications). This is followed by England (1,769 publications) and China (1,468 publications). From the countries of the European Union, the leaders in a similar number of publications are such countries as Germany (852 papers), Italy (722 papers), France (712 papers), and all the northern countries (on average about 450 papers). If we look at Slovakia, Slovak authors have published only 43 papers on the subject over the whole observation period.

Graf 2 Svetová mapa zverejnených príspevkov v zvolenej problematike
World map of published articles on the selected topic
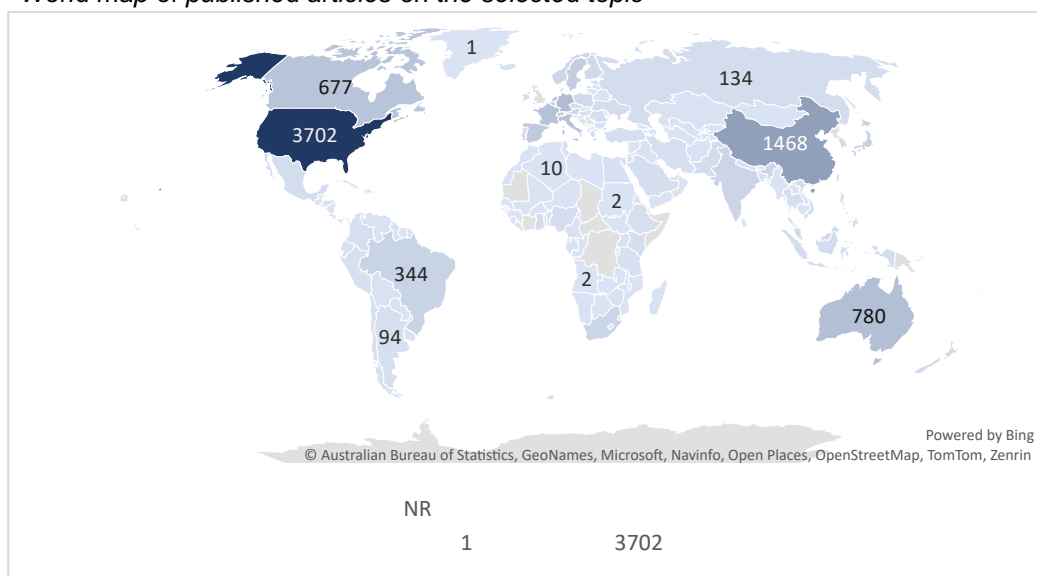
Zdroj: vlastné správcovanie[1]

Poznámka[2]: NR – skrátka pre počet príspevkov.

1/ Source: own processing, 2/ Note: NR – Number of Records.

Next, we analyzed the occurrence of keywords in the analyzed sample using bibliographic analysis. In total, we deduced 26,996 keywords. Since such a sample is considered large, the threshold was set at a minimum occurrence level of 50, which means that a particular keyword must occur at least 50 times in a selected sample to be subsequently included in the clusters. A total of 207 keywords reached the required occurrence rate. In Tab. 2 we have listed the 50 most frequent ones, which are sorted according to the strength of the links.

Tab. 2 50 najčastejšie sa vyskytujúcich kľúčových slov
The 50 most frequently occurring keywords

Kľúčové slovo[1]	Frekvencia vyskytnutí[2]	Kľúčové slovo[1]	Frekvencia vyskytnutí[2]
Dopad[3]	722	Produktivita[28]	177
Politiky[4]	634	Spotreba energie[29]	114
Manažment[5]	571	Neistota[30]	172
Klimatické zmeny[6]	491	Správanie[31]	216
Emisie CO2[7]	293	Životné prostredie[32]	171
Rast[8]	425	Kvalita[33]	166
Výkonnosť[9]	408	Rámcová štruktúra[34]	178
Model[10]	464	Environmentálna Kuznetsova krivka[35]	108
Hospodársky rast[11]	253	Finančný rozvoj[36]	89
Udržateľnosť[12]	332	Urbanizácia[37]	116

Inovácie[13]	297	Ekonomika[38]	139
Ochrana prírody[14]	353	Adaptácia[39]	134
Zdravie[15]	347	Poľnohospodárstvo[40]	148
Emisie[16]	267	Výskum a vývoj[41]	96
Energia[17]	260	Vedomosti[42]	112
Riziko[18]	327	Príjem[43]	102
Biodiverzita[19]	306	Informácie[44]	143
Spotreba[20]	230	Priame zahraničné investície[45]	83
Znečistenie[21]	254	Spoločenská zodpovednosť podnikov[46]	86
Determinanty[22]	237	Výhody[47]	87
Obnoviteľná energia[23]	173	Medzinárodný obchod[48]	75
Obchod[24]	186	Hospodárska súťaž[49]	92
Dynamika[25]	280	COVID-19[50]	122
Verejná správa[26]	205	Ekologické inovácie[51]	57
Účinnosť[27]	199	Spolupráca[52]	57

Zdroj: vlastné sprácovanie[53]
1/ Key words, 2/ Frequency, 3/ Impact, 4/ Policy, 5/ Management, 6/ Climate change, 7/ CO2 emissions, 8/ Growth, 9/ Performance, 10/ Model, 11/ Economic growth, 12/ Sustainability, 13/ Innovation, 14/ Conservation, 15/ Health, 16/ Emission, 17/ Energy, 18/ Risk, 19/ Biodiversity, 20/ Consumption, 21/ Pollution, 22/ Determinants, 23/ Renewable energy, 24/ Trade, 25/ Dynamics, 26/ Governance, 27/ Efficiency, 28/ Productivity, 29/ Energy consumption, 30/ Uncertainty, 31/Behavior, 32/ Environment, 33/ Quality, 34/ Framework, 35/ Environmental Kuznets curve, 36/ Financial development, 37/ Urbanization, 38/ Economics, 39/ Adaptation, 40/ Agriculture, 41/ Research and development, 42/ Knowledge, 43/ Income, 44/ Information, 45/ Foreign direct investment, 46/ Corporate social responsibility, 47/ Benefits, 48/ International trade, 49/ Competition, 50/ COVID-19, 51/ Eco-innovation, 52/ Coopeation, 53/ Source: own processing.

The bibliographic analysis divided the keywords into 5 clusters (see Graf 3). The first cluster (red) contains 60 keywords and combines studies that focus on climate change management. The second cluster (green) includes 44 keywords and studies that focus on economic issues such as research and development, innovation, sustainable and green corporate policies, etc. The third cluster (blue) also contains 44 keywords and includes research on public administration policies such as sustainable green policies, international trade, emissions, etc. The other cluster (yellow) contains 34 keywords and includes studies that focus on risk factors, public health, COVID-19, and environmental quality. The last cluster (purple) contains 25 keywords and studies on CO2 emissions, renewable resources, foreign direct investment, and financial development.

Graf 3 Analýza výskytu kľúčových slov
 *Co-occurrence keywords analysis*
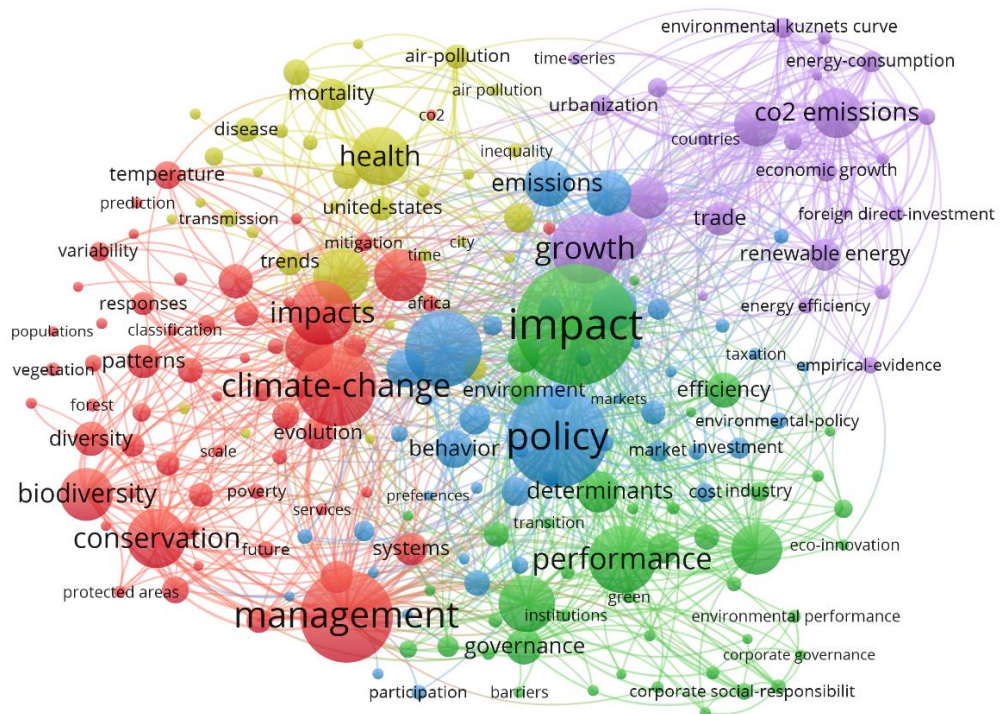
Zdroj: vlastné sprácovanie[1]
1/ Source: own processing.

Next, we looked at the time sensitivity of the keywords to help us better understand what directions are most appreciated. The results of this analysis are shown in Graf 4.

All climate change issues have their place in the timeframe to 2018. From 2019 onwards, public health issues and how to manage systems and institutions are more important, linked to the advent of the COVID-19 pandemic, which highlighted the unpreparedness of countries in this area and the subsequent negative impact on economies. From 2020 onwards, productivity issues, renewables, economic growth, green innovation, and foreign direct investment play an important role. Based on these results, we can state, that currently economic issues as well as issues of innovativeness (under which also falls the ability of enterprises to enrich their wealth with intangible assets, which innovations are) are the most studied, which gives the potential for the development of research in the field.

Graf 4 Analýza časovej citlivosti výskytu kľúčových slov
    Co-occurrence keywords analysis of time sensitivity
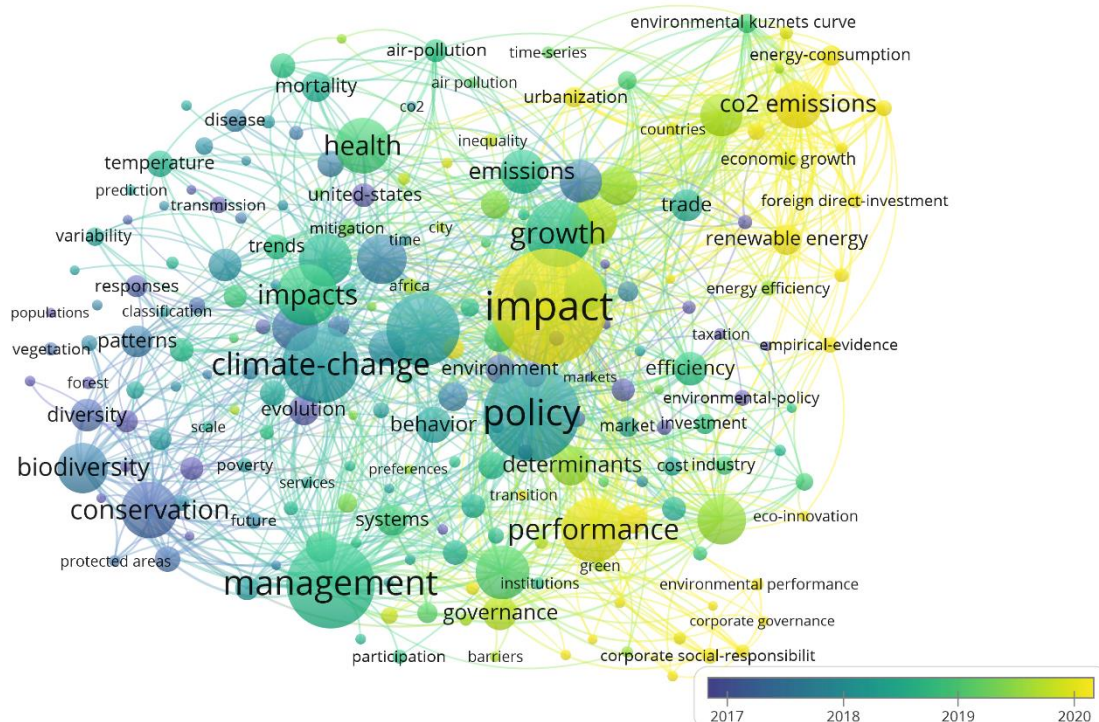
Zdroj: vlastné sprácovanie[1]
1/ Source: own processing.

Based on the results of the analysis we have given answers to research questions:

RQ1: What are the main themes framing the relationship between intellectual capital and the Agro-food industry? What are the main directions of research on the selected topic?

A-RQ1: Using bibliographic keyword analysis, we found that the overall research on the chosen topic can be divided into 5 different strands: climate change management, economic issues in innovation and research and development, public policies, risk factors and renewable energy, and financial development. The most topical area is research on business productivity and innovation through renewables and foreign investment in SMEs.

RQ2: What is the trend in research on the relationship between intellectual capital and the Agro-food industry?

A-RQ2: The roots of the study of the intellectual capital relationship in the agro-food sector date back to the early 90s of the 20th century. We observed a rapid increase in interest in this issue in 2019, and we assume that COVID-19 has become one of the causes. As we mentioned in the answer to the previous research question, in the chosen field the question of economic aspects such as intellectual capital and innovativeness is very actual at present.

RQ3: Which countries are most concerned with the chosen topic?

A-RQ3: Among the leaders in the study of the chosen issue are such countries as the USA, England, and China. Among the states of the European Union, the leaders include Germany, Italy, France, and the northern countries.

Záver

The purpose of this paper was to provide a bibliographic analysis of the relationship between intellective capital and the agri-food industry. With the help of the research, we have answered the research questions. Overall, the paper contains three parts. In the first part, we have briefly described the main concepts. In the second part, we have presented the methods of data collection and analysis and we have set the research questions. In the third part, we described our findings and answered the research questions.

With the help of a bibliographic keyword analysis, we found that the overall research on the chosen topic can be divided into five different areas. The most topical area is research on business productivity and innovation through renewable energy and foreign investment in SMEs. We have also found that the roots of similar research go back to the 90s of the last century. However, the recently launched COVID-19 shock has caused a rapid increase in interest in this topic. Among other things, we have defined the leaders in research, which are the USA, England, and China. European countries find their leaders in the western and northern parts of the EU. For comparison, Slovakia has published only about 40 papers in 30 years of the existence of the research area.

Like any other research, our research has its limitations. Our findings are valid for our sample collected from the Web of Science database. The Web of Science database is a comprehensive database but does not cover all existing intellectual capital articles. Therefore, our results are accurate for Web of Science articles but may differ for other databases. We should also note that readers should be careful when summarizing our results. Because reference analysis analyses the titles, keywords, and abstracts of published studies, this method does not analyze entire articles. The conclusions for 2023 are not definitive and are valid as of 18 November. We do not exclude slight variations in the number of publications by the end of the year.

In addition to the above-mentioned limitations, the paper also has unique value added. The bibliographic analysis provides a general overview of the research on the problem and the development of research trends. Such results can be useful for interested persons, who are looking for the direction to take in further research and what is currently relevant. In addition, such a conceptual approach helps to identify leading countries and authors in the field of research.

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