

# Collaborative Consumption and Institutional Theory: Bibliometric Analysis of Scientific Production from 2011 to 2021

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## Abstract

Owing to the interest in investigating how institutional theory can be used according to collaborative consumption, this study presents a process for the selection of articles of scientific relevance to these themes, published between 2011 and 2021. Thus, 27 articles were identified to compose the final bibliographic portfolio with relevant articles and aligned with the themes after using the Scopus international database. Articles were selected, and a bibliometric analysis was performed, which led to the description of the most relevant articles, authors, and journals. Given the results presented, this research intends to contribute to studies on collaborative consumption and institutional theory and present a process for selecting and disclosing the most relevant articles, authors, and journals in the area that can serve academic and future scientific research. As a suggestion for future research, it is possible to carry out a systemic analysis of the portfolio presented in this study to identify gaps and research opportunities. A limitation of this study is that the sample field was restricted to the Scopus database.

**Keywords:** collaborative consumption, institutional theory, bibliometrics

## 1. Introduction

This study aims to understand how literature has addressed the core topics, collaborative consumption and institutional theory, and identify state-of-the-art by conducting a bibliometric analysis of scientific production on the core topics in the last 10 years (from 2011 to 2021, up to the date of this research). Our objectives were as follows: 1) Propose a process to select references on institutional theory and collaborative consumption, and 2) conduct a bibliometric analysis of articles and their references, authors, and prominent journals on these topics.

We used the ProKnow-C process (Knowledge Development Process-Constructivist) (Ensslin, Ensslin, & Pinto, 2013; Ensslin, Mussi, Dutra, Ensslin, & Demetrio, 2020) to increase the researcher's knowledge, thereby supporting scientific research. Thus, we selected relevant articles to develop a bibliographic portfolio on institutional theory and collaborative consumption and conducted a bibliometric analysis of these articles. Furthermore, according to Ensslin et al. (2010), the observable criteria corresponded to the articles selected by the researcher and their authors, references, number of citations, and most relevant journals.

This study is justified primarily by having collaborative consumption as an alternative, which can be beneficial during a crisis period such as the post-COVID era and as a sustainable alternative for consumption (Menezes, 2018). Additionally, the benefits of collaborative consumption include the possibility of bringing people together, the union in favour of common goals, the impulse to socio-environmental awareness, the reduction of waste (and environmental impacts), and mutual help, which, according to Ubal and Lazarin (2019), also lead to the well-being of its participants. Furthermore, the relevance of this research lies in the greater knowledge about what has been studied about collaborative consumption and institutional theory together in the last 10 years, thus helping researchers to identify gaps and develop new research ideas about the topics in question.

The article is composed of five sections in addition to the introduction. The next section presents a literature review. The methodological approach of this study is presented. The third section presents the procedures used to obtain the study results. Finally, the last section contains the references used in this study.

## 2. Literature Review

Collaborative consumption is a process of change that prioritises social, economic, and environmental sustainability (Ritter & Schanz, 2019). Thus, alternatives to consumption, such as collaborative consumption,

which is considered anti-consumerism and sustainable, have emerged, given the technological advances and resource scarcity in recent decades (Ozanne & Ballantine, 2010). According to Botsman and Rogers (2011), collaborative consumption allows collaboration, interaction, and sharing of ideas and practices. Accordingly, people can access goods and services through transactions that do not necessarily involve money or ownership. Examples of this phenomenon include Uber, Airbnb, iFood, and Couchsurfing, which many people use to facilitate their daily lives. Thus, collaborative consumption can modify the relationships and interactions between the individuals who practice it (Laamanen, Wahlen, & Campana, 2015).

Although Belk (2014) states that sharing as a concept has existed for centuries among humans, it was in 2007 that Algar (2007) introduced the term “collaborative consumption.” Some studies have been conducted on this topic. Since then, with Botsman and Rogers (2011) remaining a key study, Botsman and Rogers (2011) present three types of collaborative consumption. The first is product services system (where people pay for a good without necessarily acquiring it, like Netflix and Zipcar). The second is redistribution markets (donations and exchanges, like bazaars) and the third is lifestyles (where people share intangible goods, like coworking and Time Banking).

Frenken & Schor (2017) observe that new forms of collaborative consumption represent innovations with regard to existing methods of sharing. With technological advancements and a scarcity of resources (Botsman & Rogers, 2011), collaborative consumption also emerges as a novel approach to actions, where there is recognition of not only individual freedom but also the social influences present in human life (Gerhard et al., 2022). Thus, this theme impacts the traditional view of marketing (Gerhard et al., 2022) and other areas of organizational studies.

McCracken (2007) states that, as in other material cultures, goods are a way of materialising culture, enabling people to visually differentiate themselves from members of a given category in society. Moreover, Solomon (2011) states that the relationship with consumption can change over time, as consumers’ beliefs and values change, modifying and being modified by social and cultural aspects. Collaborative consumption allows people to access products with high symbolic value (Baumeister & Wangenheim, 2014) because of their sustainable appeal, the idea of sharing and ‘non-ownership’ of goods, and the intrinsic ideas of this sharing system.

In the context of symbolic elements, the term institution refers to a perennial, dynamic, and evolving social system that is the product of social interaction and is composed of symbolic elements, patterns, references, models of expectations, and material resources’ (Chaerki, Riberiro, & Ferreira, 2019, p. 68), which become legitimate in a given space and time and permeate the actions of actors in society. Therefore, institutional theory suggests that organisations resemble each other in organisational structures and processes when pressured by their institutional environment, whether they have legal, political, or cultural influences (DiMaggio & Powell, 2005).

According to Guarido and Costa (2012), one of the main objectives of institutional theory is to explain why organisations are similar and how this similarity occurs, considering the legitimacy of organisational processes and structures. The similarity addressed by the institutional theory can present isomorphism, being mimetic (in which one organisation ‘imitates’ another when responding to market uncertainties), normative (the case of teaching organisations that train professionals with a tendency to have similar behaviours), or coercive (resulting from the pressures that institutions exert on organisations and the cultural pressures exerted by society) (DiMaggio & Powell, 1983).

### 3. Method

This section provides methodological support for the research and describes the design and method used to achieve the objectives and obtain results. According to Triviños (1987), the choice of methodology in scientific research depends on the research topic and problem. Figure 1 illustrates the methodological framework of this study.

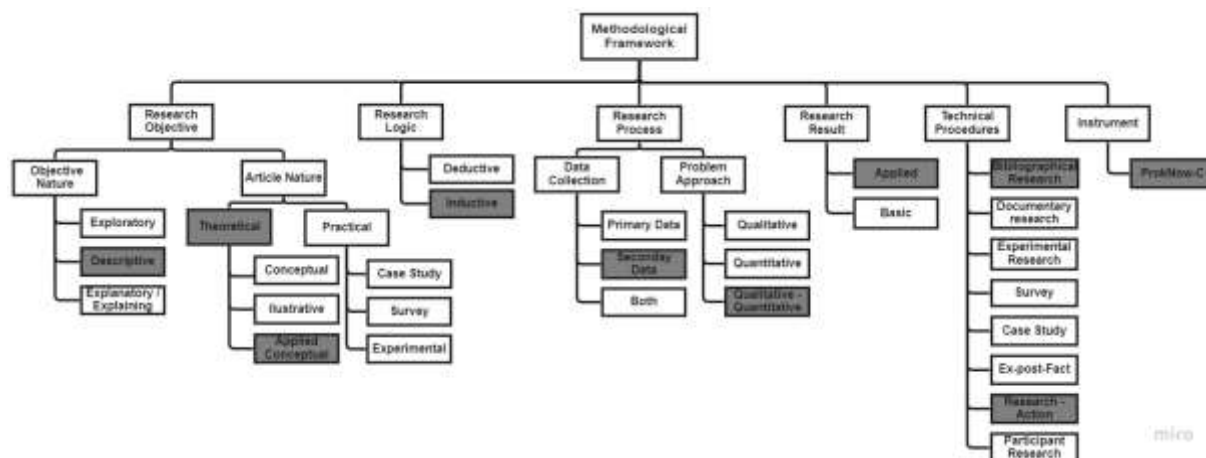


Figure 1. Methodological framework

Adapted from the article (Lacerda et al., 2012)

According to Araújo (2006), bibliometric techniques are used to determine scientific production and dissemination by measuring, interpreting, and evaluating the search results. It was observed that the evolution of information systems evidenced the use of databases, with indexing of journals and other academic research, favouring the search for bibliographic references and future research (Lacerda, Ensslin, & Ensslin, 2012).

#### 4. Scientific Production from 2011–2021 on Institutional Theory and Collaborative Consumption

The *ProKnow-C* (*knowledge development process – constructivist*) proposed by Ensslin et al. (2010) was used in this study, comprising four steps: first, selecting a portfolio of articles on the research topic; second, a bibliometric analysis of the portfolio; third, systemic analysis; and fourth, the definition of the research question and research objective. This study used the first two stages of the process. Thus, three steps were performed: selection of articles from the chosen database (Scopus) to prepare the non-analysed article database, filtering of these articles based on their alignment with the research, and a representativeness test of the selected bibliographic portfolio.

Thus, the results were a set of relevant articles that aligned with the research topic. (Ensslin et al., 2013). Factors such as the number of citations, authors, journals, and the most prominent keywords were analysed in the bibliometric analysis to quantify the information and characterise the selected publications (Ensslin et al., 2013).

##### 4.1 Research Chronology

The procedures described below were carried out from May to July 2021.

##### 4.2 Database

The Scopus database was used as the source for this research due to the relevance of its journals and because it contains articles on 'Management and Business'. Moreover, it provides search tools for Boolean expressions and comprehensive articles on research topics.

##### 4.3 Keywords

Keywords acted as the first filter for the selection of articles. Table 1 shows the core topics of collaborative consumption and institutional theory and the keywords chosen for each:

Table 1. Keywords

AXIS 1 – 'Collaborative Consumption'	AXIS 2 – 'Institutional Theory'
'consumption'	'institutional theory'
'markets'	
'sharing economy'	

Note. Prepared by the authors (2021).

These keywords resulted in three search combinations, as shown in Table 2:

Table 2. Keyword combinations

Keyword combinations			
AXIS 1 – ‘Collaborative Consumption’		AXIS 2 – ‘Institutional Theory’	Number of articles found
‘consumption’	AND	‘institutional theory’	67
‘markets’	AND	‘institutional theory’	880
‘sharing economy’	AND	‘institutional theory’	9
TOTAL			956

Note. Prepared by the authors(2021).

We used filters to restrict the search results to articles published between 2011 and 2021 corresponding to Management and Business. This search resulted in 956 articles for selected articles to compose the portfolio to develop the study’s theoretical framework. Figure 2 shows the flowchart of the ProKnow-C method until a non-analysed article database was obtained.

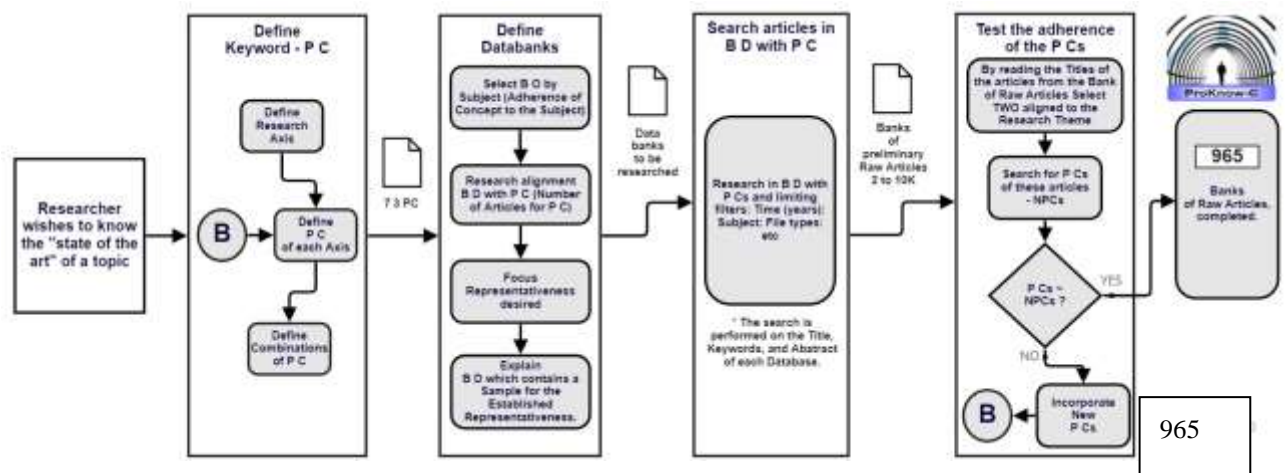


Figure 2.ProKnown-C flowchart until obtaining the raw articles database

Frame work adapted from the article by Ensslin et al. (2010)

#### 4.4 Selection of Articles for the Portfolio

The references found were imported into Endnote for effective management. Using this tool, we identified 27 duplicate references and excluded them from the sample, thereby reducing the number of articles to 929 references. Subsequently, the titles of the remaining articles were read to check whether they were consistent with the research topic.

After this analysis, 166 references were excluded, and there maining 763 references were analysed, as shown in Figure 3.

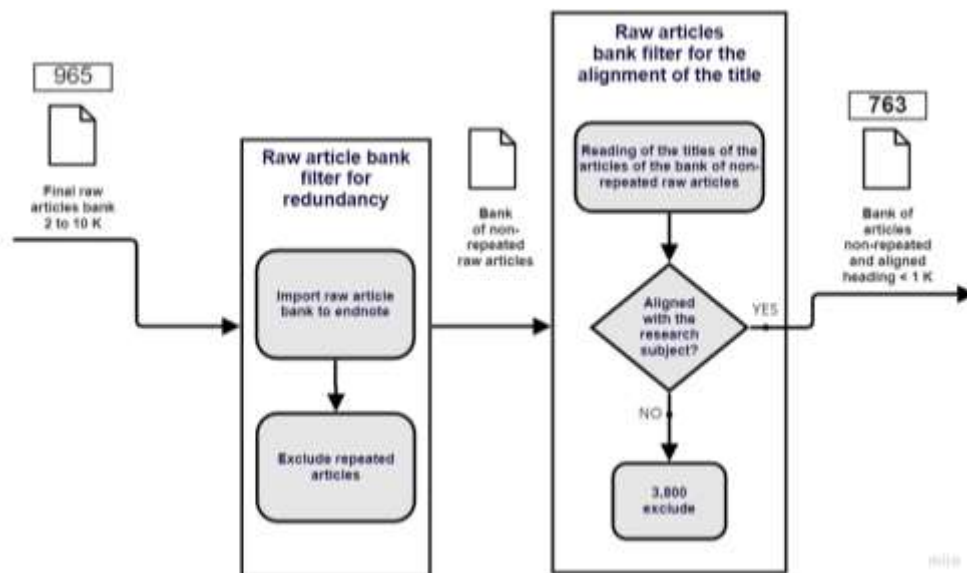


Figure 3. FluxogramaProKnown-C – ProKnown-C Flowchart – raw articles database non-repeated, with title aligned with the research theme

Frame work adapted from the article by Ensslin et al. (2010)

A total of 763 articles were analysed according to their scientific recognition. Accordingly, all references were searched for using Google Scholar (2021). These were sorted in descending order according to the number of citations.

A cut-off value for articles with citations was established based on the generalisation made by Juran (1997) for the Pareto principle (1896). A minority of the population accounted for this effect. Thus, the cut-off value corresponds to the selection of sources with more citations until their citations represent a value greater than 80per cent of all citations obtained in the 763 articles collected.

Thus, we found that 23.23per cent of the articles with many citations (171 articles in total) represented 80per cent of the citations. In contrast, 76.77per cent of the articles with fewer citations represented 20per cent of the citations (592 articles in total). Figure 4 presents the chart representing the Pareto principle (1896) for this study.

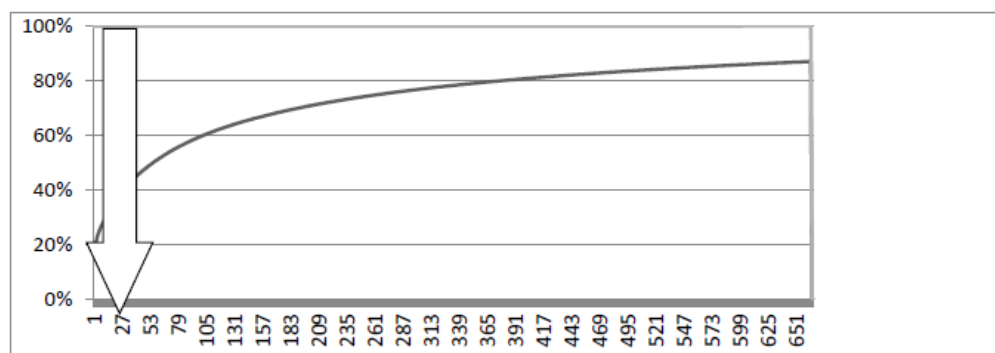


Figure 4. Postulated Pareto graph related to this research

Prepared by the authors (2021), based on Pareto (1896)

The established limit (cut-off point) for assessing the scientific recognition of articles was 171. Subsequently, we checked whether the abstracts of the articles were consistent with the research topic, which resulted in 35 articles. Among the 171 articles, 136 were excluded because they were not aligned with the research topic.

The titles and abstracts of the 35 remaining articles were consistent with the research topic. They all had many citations in Google Scholar, and their abstracts could be accessed online.

The 592 articles that were not selected because they had fewer citations could still be included in the final bibliographic portfolio. This will be if they had been published within a maximum of two years from the date of publication of this research or if they were written by authors already included in the group of 35 articles with

abstracts aligned with the research topic and have scientific relevance. After using the first criterion, we selected three articles published from 2019 to 2021 whose abstracts and titles aligned with the research topic, totalling 38 articles. Figure 5 shows the filtering of articles with little scientific recognition resulting in the selection of these three articles.

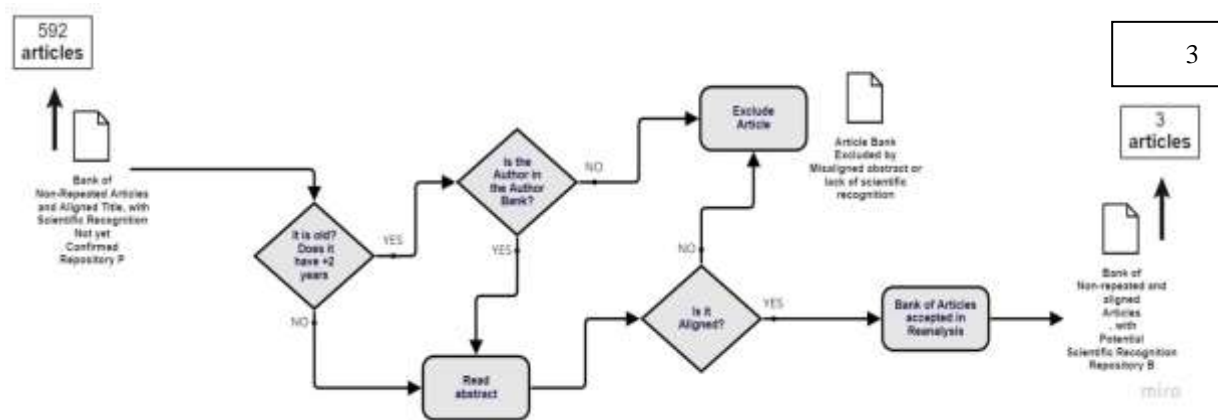


Figure 5. Filtering of articles with little recognition

Frame work adapted from the article by Ensslin et al. (2010)

After this step, 38 articles were fully read, and 11 were excluded because they were inconsistent with the research topic, resulting in 27 articles in the bibliographic portfolio. Table 3 shows the articles and number of citations in Google Scholar in descending order.

Table 3. Bibliographic portfolio articles and their Google Scholar citations

Article	Number of citations
Vargo, S. L., Wieland, H., & Akaka, M. A. (2015). Innovation through institutionalization: A service ecosystems perspective. <i>Industrial Marketing Management</i> , 44, 63-72.	625
Scaraboto, D., & Fischer, E. (2013). Frustrated fatshionistas: An institutional theory perspective on consumer quests for greater choice in mainstream markets. <i>Journal of Consumer Research</i> , 39(6), 1234-1257.	588
Scherer, A. G., Palazzo, G., & Seidl, D. (2013). Managing legitimacy in complex and heterogeneous environments: Sustainable development in a globalized world. <i>Journal of management studies</i> , 50(2), 259-284.	518
Marquis, C., & Raynard, M. (2015). Institutional strategies in emerging markets. <i>Academy of Management Annals</i> , 9(1), 291-335.	364
Dolbec, P., & Fischer, E. (2015). Refashioning a field? Connected consumers and institutional dynamics in markets. <i>Journal of Consumer Research</i> , 41(6), 1447-1468.	284
Webb, J. W., Ireland, R., Hitt, M., Kistruck, G., & Tihanyi, L. (2011). Where is the opportunity without the customer? An integration of marketing activities, the entrepreneurship process, and institutional theory. <i>Journal of the Academy of Marketing Science</i> , 39(4), 537-554.	259
Perren, R., & Kozinets, R. V. (2018). Lateral exchange markets: How social platforms operate in a networked economy. <i>Journal of Marketing</i> , 82(1), 20-36.	170
Lowrey, W. (2011). Institutionalism, news organizations and innovation. <i>Journalism studies</i> , 12(1), 64-79.	138
Brousseau, E., Garrouste, P., & Raynaud, E. (2011). Institutional changes: Alternative theories and consequences for institutional design. <i>Journal of Economic Behavior &amp; Organization</i> , 79(1-2), 3-19.	124
Lee, R. P., & Zhou, K. Z. (2012). Is product imitation good for firm performance? An examination of product imitation types and contingency factors. <i>Journal of International Marketing</i> , 20(3), 1-16.	94
Yasser, Q. R., Al Mamun, A., & Ahmed, I. (2017). Corporate social responsibility and gender diversity: Insights from Asia Pacific. <i>Corporate Social Responsibility and Environmental Management</i> , 24(3), 210-221.	81
Yigitbasioglu, O. M. (2015). The role of institutional pressures and top management support in the intention to	75

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- adopt cloud computing solutions. *Journal of Enterprise Information Management*. 28(4).
- Puffer, S. M., McCarthy, D. J., & Jaeger, A. M. (2016). Institution building and institutional voids: Can Poland's experience inform Russia and Brazil? *International Journal of Emerging Markets*. 11(1). 72
- Cangiani, M. (2011). Karl polanyi's institutional theory: Market society and its "disembedded" economy. *Journal of Economic Issues*, 45(1), 177-198. 71
- Ab Talib, M. S., Sawari, S. S., Abdul Hamid, A. B., & Thoo, C. (2016). Emerging Halal food market: An Institutional Theory of Halal certificate implementation. *Management Research Review*. 39(9):987-997. 68
- Venkataraman, H., Vermeulen, P., Raaijmakers, A., & Mair, J. (2016). Market meets community: Institutional logics as strategic resources for development work. *Organization Studies*, 37(5), 709-733. 68
- Haedicke, M. A. (2012). Keeping our mission, changing our system: Translation and organizational change in natural foods co-ops. *The Sociological Quarterly*, 53(1), 44-67. 62
- Williams, C. C., & Horodnic, I. A. (2016). An institutional theory of the informal economy: Some lessons from the United Kingdom. *International Journal of Social Economics*. 43(7), 722-738. 56
- Nolan, J. (2011). Good guanxi and bad guanxi: Western bankers and the role of network practices in institutional change in China. *The International Journal of Human Resource Management*, 22(16), 3357-3372. 47
- Ramaswamy, K., Purkayastha, S., & Petitt, B. S. (2017). How do institutional transitions impact the efficacy of related and unrelated diversification strategies used by business groups? *Journal of Business Research*, 72, 1-13. 46
- Huang, Y., Oppewal, H., & Mavondo, F. (2013). The influence of ethnic attributes on ethnic consumer choice of service outlet. *European Journal of Marketing*. 46
- Martin, S., Rieple, A., Chang, J., Boniface, B., & Ahmed, A. (2015). Small farmers and sustainability: Institutional barriers to investment and innovation in the Malaysian palm oil industry in Sabah. *Journal of Rural Studies*, 40, 46-58. 45
- Jonsson, S., & Buhr, H. (2011). The limits of media effects: Field positions and cultural change in a mutual fund market. *Organization Science*, 22(2), 464-481. 40
- Schultz, P. L., Marin, A., & Boal, K. B. (2014). The impact of media on the legitimacy of new market categories: The case of broadband internet. *Journal of Business Venturing*, 29(1), 34-54. 38
- Piancatelli, C., Massi, M., & Harrison, P. (2020). Has art lost its aura? How reintermediation and decoupling have changed the rules of the art game: The case of artvisor. *International Journal of Arts Management*, 22(3), 34-54. 1
- Ottlewski, L., Gollnhofer, J. F., & Schouten, J. W. (2019). Humanizing market relationships: The DIY extended family. In: *Consumer Culture Theory*. Emerald Publishing Limited. 1
- Wruk, D., Oberg, A., Klutt, J., & Maurer, I. (2019). The presentation of self as good and right: How value propositions and business model features are linked in the sharing economy. *Journal of Business Ethics*, 159(4), 997-1021. 17
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Note. Prepared by the authors (2021).

#### 4.5 Bibliometric Analysis of the Portfolio of Articles for the Theoretical Framework

The bibliometric analysis of the portfolio of selected articles involved three steps: first, the bibliometric analysis of the bibliographic portfolio, followed by the bibliometric analysis of the references of the articles in the bibliographic portfolio, and finally, the analysis and classification of the articles according to their academic relevance.

#### 4.6 Bibliometric Analysis of the Bibliographic Portfolio

The following were analysed in the bibliometric analysis in the bibliographic portfolio: scientific recognition by the number of citations, as presented in Table 3; the relevance of the authors in the articles (Figure 6); Fischer E was the most prolific, authoring two articles, while the rest of the authors published only one article each, the relevance of journals (Figure 7), and the most used keywords in the articles, as shown in Table 4.

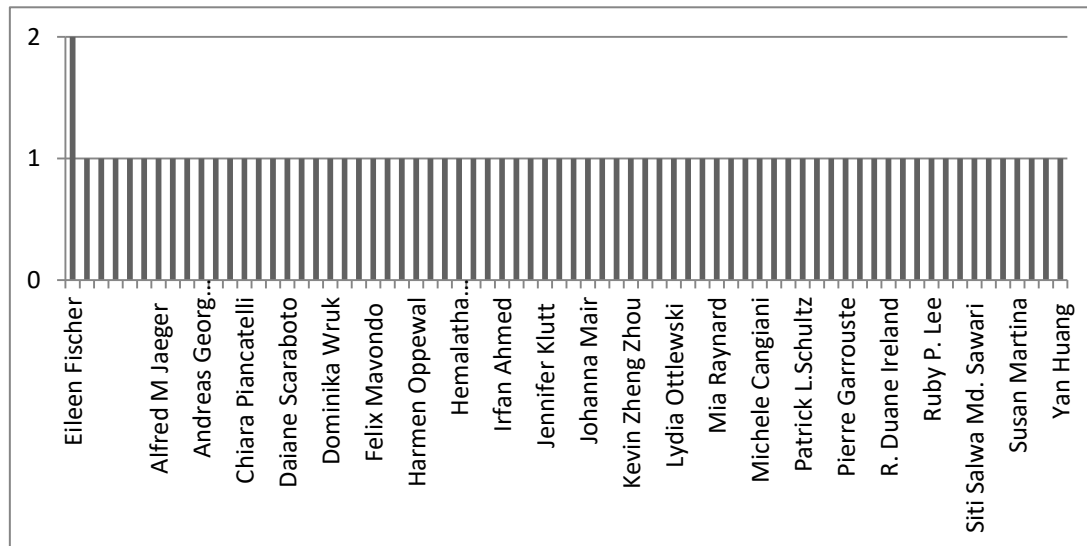


Figure 6. Relevance of authors in the bibliographic portfolio  
Prepared by the authors(2021)

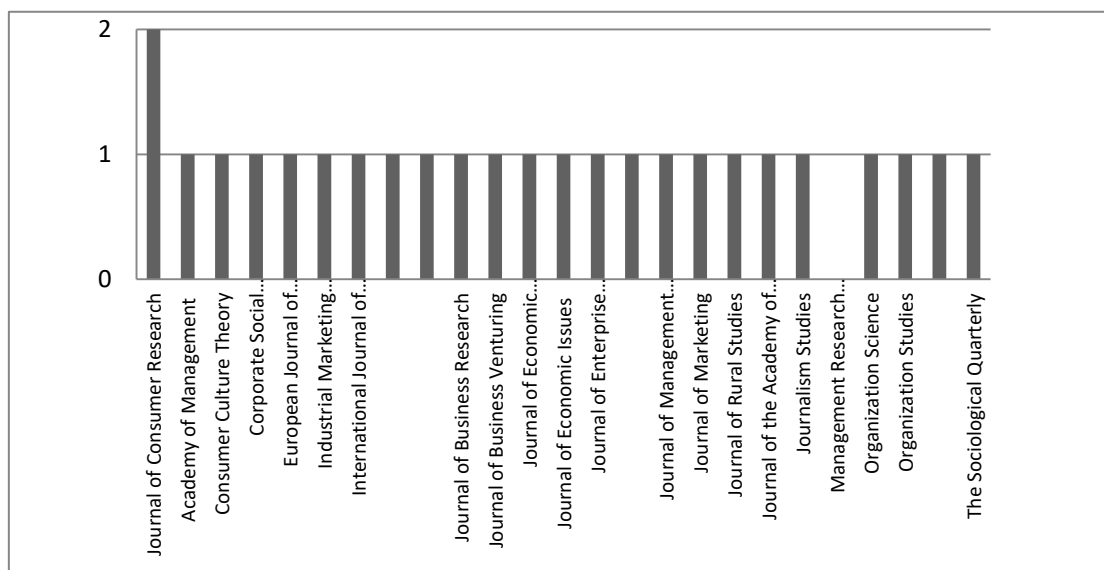


Figure 7. Featured journals in the bibliographic portfolio  
Prepared by the authors(2021)

Table 4. Most relevant keywords in the bibliographic portfolio

Main keywords of the bibliographic portfolio	Number of articles in the bibliographic portfolio in which they are present
Institutional Theory	11
Emerging Economy	2
Media	2
Neo-institutional Theory	2
Sharing Economy	2
Service Dominant Logic	2

Note. Prepared by the authors (2021).

#### 4.7 Bibliometric Analysis of References to Articles in the Bibliographic Portfolio

The prominent authors, articles, and journals in the research context were identified from the 1089 references selected and cited in the 27 articles that made up the final bibliographic portfolio. These references were analysed according to the relevance of the authors (see Figure 8), comparing the authors with the highest



numbers of citations in the references and the number of times they appeared in the references of the articles in the bibliographic portfolio. In this analysis, Hoskisson, R. E. (listed 10 times in the references), Peng, M. W. (listed nine times in the references), and Vargo, S. L. (listed nine times in the references) stand out.

Moreover, we identified the number of references of the articles in the bibliographic category listed in Google Scholar, as shown in Table 5, and Figure 9 shows the relevance of the journals.

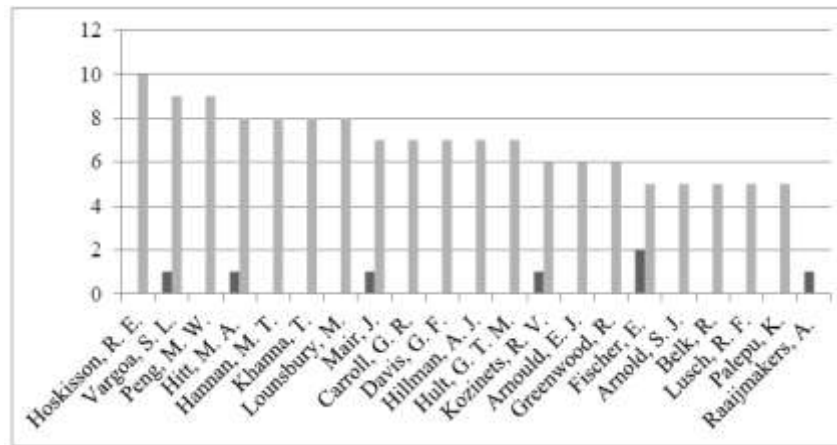


Figure 8. Representativeness of the authors of references in the bibliographic portfolio

Prepared by the authors(2021)

Table 5. Articles and citation numbers in Google Scholar

Articles	Citations
Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. <i>Journal of Personality and Social Psychology</i> , 51(6), 1173.	104669
Barney, J. Firm resources and sustained competitive advantage. (1991). <i>Journal of Management</i> , 17(1), 99-120, 1991.	80971
Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. <i>Journal of Marketing Research</i> , 18(1), 39-50.	76306
Dimaggio, P. J., & Powell, W. W. (1983). The iron cage revisited: Institutional isomorphism and collective rationality in organizational fields. <i>American Sociological Review</i> , 147-160.	54544
Granovetter, M. (1985). Economic action and social structure: The problem of embeddedness. <i>American Journal of Sociology</i> , 91(3), 481-510.	46434
Cohen, W. M., & Levinthal, D. A. (1990). Absorptive capacity: A new perspective on learning and innovation. <i>Administrative Science Quarterly</i> , 128-152.	46100
Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. <i>Psychological Bulletin</i> , 103(3), 411.	43371
Wernerfelt, B. (1984). A resource-based view of the firm. <i>Strategic Management Journal</i> , 5(2), 171-180.	37838
Meyer, J. W., & Rowan, B. (1977). Institutionalized organizations: Formal structure as myth and ceremony. <i>American Journal of Sociology</i> , 83(2), 340-363.	37367
Bentler, P. M. (1990). Comparative fit indexes in structural models. <i>Psychological Bulletin</i> , 107(2), 238.	28100
Eisenhardt, K. M., & Martin, J.A. (2000). Dynamic capabilities: What are they? <i>Strategic Management Journal</i> , 21(10-11), 1105-1121.	19619
Suchman, M. C. (1995). Managing legitimacy: Strategic and institutional approaches. <i>Academy of Management Review</i> , 20(3), 571-610.	18925
Carhart, M. M. (1997) On persistence in mutual fund performance. <i>The Journal of Finance</i> , 52(1), 57-82.	18551
Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. <i>Journal of Marketing</i> , 68(1), 1-17.	18347
Donaldson, T., & Preston, L. E. (1995). The stakeholder theory of the corporation: Concepts, evidence, and implications. <i>Academy of Management Review</i> , 20(1), 65-91.	16879
Fama, E. F., & Macbeth, J. D. (1973). Risk, return, and equilibrium: Empirical tests. <i>Journal of Political Economy</i> , 81(3), 607-636.	16705
Podsakoff, P. M., & Organ, D. W. (1986). Self-reports in organizational research: Problems and prospects. <i>Journal of Management</i> , 12(4), 531-544.	16551
Mitchell, R. K., Agle, B. R., & Wood, D. J. (1997). Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. <i>Academy of Management Review</i> , 22(4), 853-886.	16469
Hambrick, D. C., & Mason, P. A. (1984). Upper echelons: The organization as a reflection of its top managers. <i>Academy of Management Review</i> , 9(2), 193-206.	15485

Note. Prepared by the authors(2021).

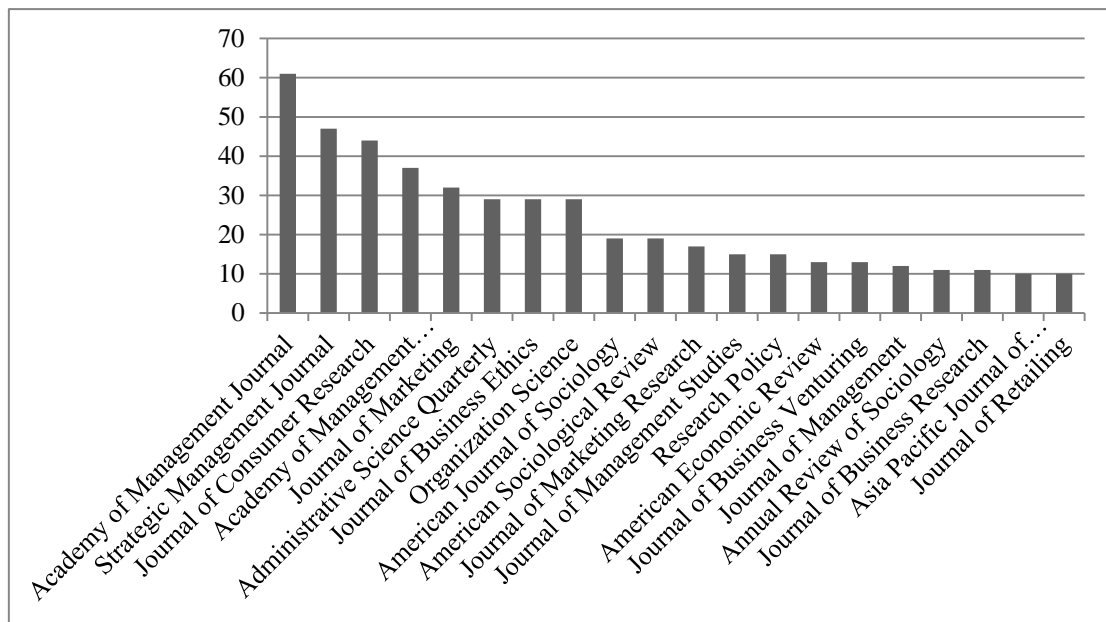


Figure 9. Featured journals from bibliographic portfolio references

Prepared by the authors (2021)

#### 4.8 Classification of Articles According to Academic Relevance

This study used two evaluation criteria to classify the portfolio articles by their academic relevance: the number of citations in Google Scholar (2021) since the article was published and the number of citations of the authors with the highest number of citations in the references of the articles in the bibliographic portfolio. Figure 10 shows the most prominent journals, and Figure 11 shows the most prominent articles and authors. Quadrants were defined as the most prominent journals and articles.

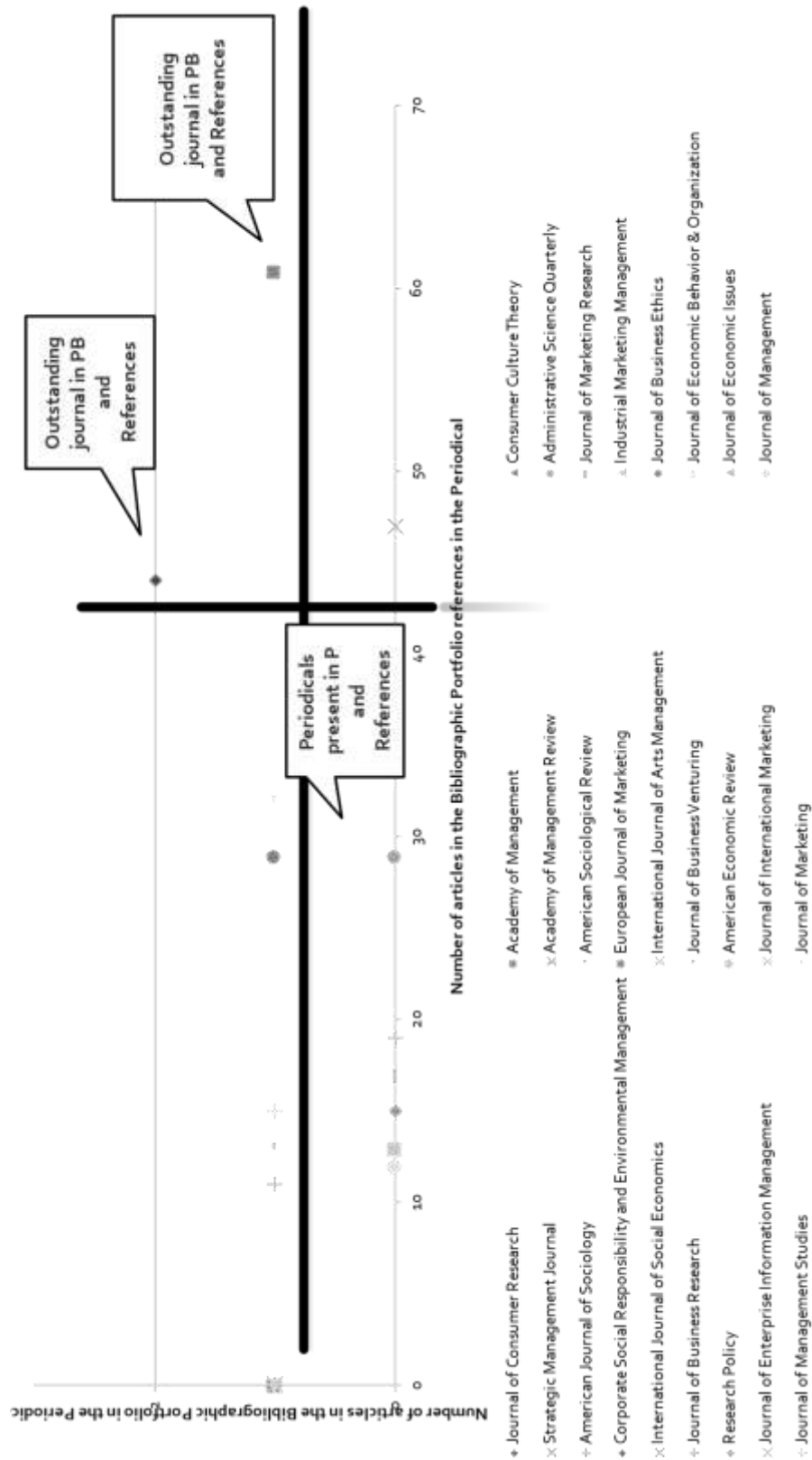


Figure 10. Most prominent journals in the sample  
Prepared by the authors (2021)

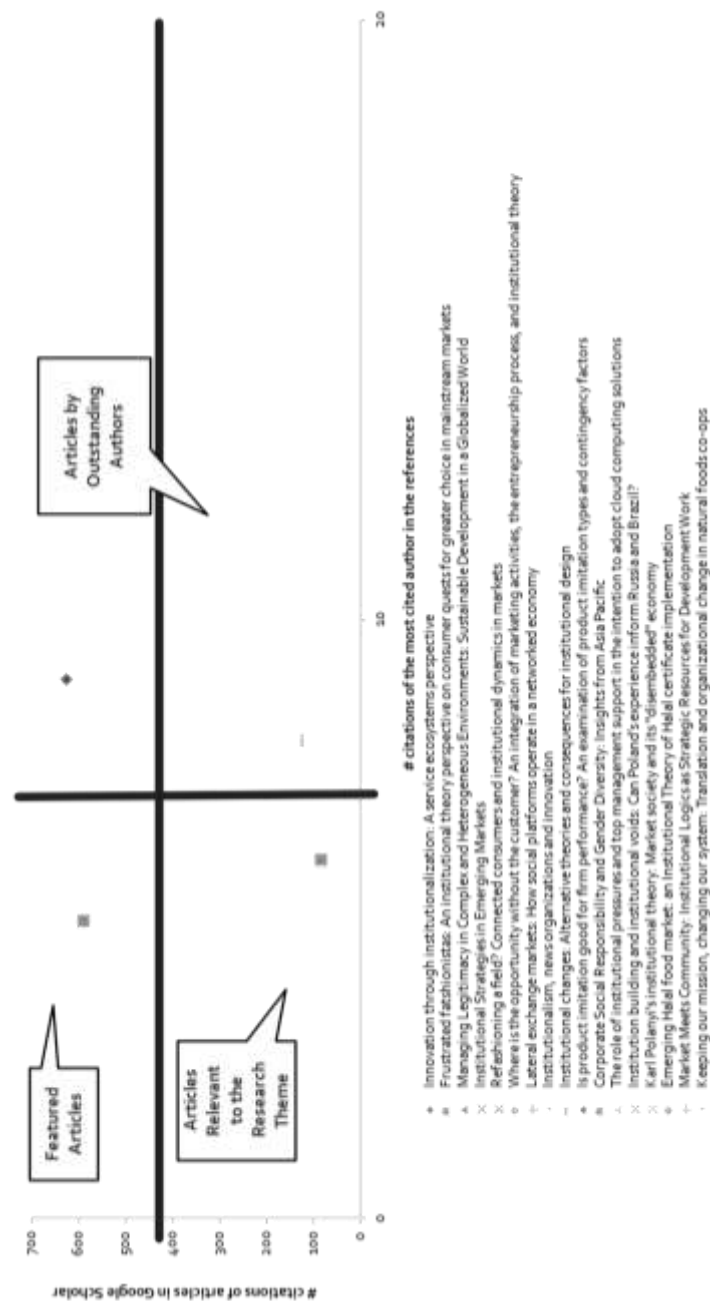


Figure 11. Most prominent authors in the sample

Prepared by the authors (2021)

## 5. Conclusion

This study conducted a bibliometric analysis of scientific production on the core topic of collaborative consumption and institutional theory over the last 10 years (from 2011 to 2021). We proposed a process to select references to institutional theory and collaborative consumption and conduct bibliometric analyses of articles and their references, authors, and prominent journals on these topics. We considered that these objectives were achieved. The ProKnow-C process (*Knowledge Development Process - Constructivist*) (Ensslin et al., 2010, 2020) allowed us to select relevant articles on collaborative consumption and institutional theory and to conduct a bibliometric analysis of these articles, including their references.

Thus, this article presents the procedures used to select relevant articles on collaborative consumption and institutional theory and analyses these studies, their authors, and the journals in which they were published. Thus,

the 956 initially selected articles resulted in a bibliographic portfolio of 27. The journals with the highest number of publications on these topics were the *Journal of Consumer Research*, *Academy of Management*, and *Strategic Management Journal*. Hoskisson, R. E., Fischer, E., Vargo, S. L., and Peng, M. W. were the most prolific authors.

The most relevant articles found were 'Innovation through institutionalization: A service ecosystems perspective' published in 2015 by authors Vargo, S. L., Wieland, H., and Akaka, M. A. and 'Frustrated fashionists: An institutional theory perspective on consumer quests for greater choice in mainstream markets' published in 2013 by Scarabot, D., and Fischer, E. These two articles stood out in this research, considering their academic relevance due to the number of citations in their publications and because their authors also had the largest number of articles in the final portfolio of this study.

Thus, this study contributes to research on collaborative consumption and institutional theory and presents a process for selecting and disclosing the most relevant articles, authors, and journals in the area that can be used in future academic and scientific works. Future studies should systematically analyse the portfolio presented to identify gaps and research opportunities. The limitation of this study was that Scopus was the only database considered to search for articles.

### Declaration of Interest

The Authors declare that there is no conflict of interest.

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