

Strategic groups as a research area in higher education [Grupos estratégicos como área de investigación en educación superior]

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The higher education subsector is increasingly competitive and dynamic, presenting similar characteristics to a service industry. Given this, some authors apply the theory of strategic groups to understand the higher education competitive dynamics. To analyze these authors work, relational scientometrics on the scientific production documented in WoS is used, identifying 29 relevant keywords and the contribution that authors from 9 OECD member countries make to this research line. © 2019 revistaESPACIOS. com.

Higher education

Scientometrics

Strategic groups