

## Bibliometric Analysis of Social Entrepreneurship (2018-2023)

Zaenul Muttaqien<sup>1\*</sup>, Imam Mukhlis<sup>2</sup>

<sup>1</sup>Doctoral Program in Management Science, Universitas Negeri Malang

<sup>2</sup>Faculty of Economics and Business, Universitas Negeri Malang

**Corresponding Author:** Zaenul Muttaqien

[zaenul.muttaqien.2304139@students.um.ac.id](mailto:zaenul.muttaqien.2304139@students.um.ac.id)

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### ABSTRACT

Social entrepreneurship is a topic of great interest to researchers as implementations in this field are increasing in number. This study aims to map an overview of research using the topic of social entrepreneurship. Bibliometric analysis is used to assess the performance of scientific articles based on the metadata that has been obtained. This research explores (1) the number of article publications by year (2) the journal where the author published the article (3) the affiliation of the researcher who published the article (4) the country where the researcher published the article (5) the field of study of the researcher who published the article. Data was collected from the Scopus database with the keyword Social entrepreneurship from 2018 to 2023, in the form of scientific articles and using English language. The presentation is in the form of tables and graphs while the publication development mapping image is visualized using vosviewer.

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## INTRODUCTION

Social entrepreneurship first introduced by an Ashoka Foundation founder named Bill Drytone whose activities are engaged in entrepreneurship and have a social mission to help facilitate education for the poor. Social entrepreneurship is very interesting to discuss because the development of social entrepreneurship implementation is increasing in all fields. Not only focusing on education, but also trying to pay attention to the field of health services, human rights, arts and culture, environmental fields, and other fields. Bill Drytone explains that there are two key factors in carrying out social entrepreneurship activities. First, the revitalization and social innovation of social entrepreneurs who are able to transform social systems and mechanisms that have long been formed in the community. Second, individuals with a strong vision, have creativity, entrepreneurial spirit and be good in carrying out their ideas (Sophia,2015). Entrepreneurship involves three key elements: a vision, a person who is able to operationalize a vision, a desire to build something that will grow and run. (Thompson et al., 2000)

Entrepreneurship is also a combination of ideas and actions that ultimately produce the desired output. Sykes (1999) in (Thompson et al., 2000) the three main things that contribute to organizational growth are the ability to describe future circumstances in an environment full of uncertainty. The second is to realize a vision that has a clear direction and goals and is supported by the availability of needed resources. The third is to realize what is planned by optimizing various supports, especially from important people and have influence.

This article presents about bibliometric analysis using a scopus database that will later discuss about the output of the article every year, the country that publishes the most articles, the most, publishers who have published many articles and authors with the most articles researching social entrepreneurship

## LITERATURE REVIEW

Social entrepreneurship is the activity undertaken by individuals or groups of people to create, maintain, distribute, and/or disseminate social or environmental values through the operation of a company. These companies can be non-profit, private, public, or social organizations (Granados et al., 2011) . Social entrepreneurship is also defined as a practice that combines economic and social values and is spread all over the world. (Mair & Marti, 2006) Social entrepreneurship seeks to find situations that marginalize or exclude a group of people who lack the resources or abilities necessary to lead a decent quality of life, and find a way to solve this problem by setting up a business (Cledo & McLean, 2006) . According to (Weerawardena & Sullivan-mort, 2001) social entrepreneurship provides a sustainable competitive advantage that enables social missions to be fulfilled.

A complex idea, social entrepreneurship entails generating value through a combination of new resources (Ishak et al., 2018) . It includes the process of starting a social business, which requires persuasion, stakeholder participation, and social value development (Domenico et al., 2010) . The goal of social entrepreneurship is not only to generate income, but also to innovate,

sustain, and provide value to those at the bottom of the economic pyramid (Budumuru et al., 2022) . Known for its embedded social goals, this type of entrepreneurship is rooted in social change and often arises as a result of the inability of traditional systems to effectively address social problems. According to Tack et al's. ( 2017) , the development of social capital and the important role that trust plays in fostering and preserving it are directly related to the success of social entrepreneurship initiatives.

In addition, social entrepreneurship is distinguished from commercial entrepreneurship by limitations of optimization in operational settings (Sengupta & Sahay, 2017). In addition, the literature on social entrepreneurship emphasizes how important it is to have a clear definition and understanding of the concept. This is because different interpretations of the concepts and activities referred to as social entrepreneurship can dilute its primary meaning (Bakos, 2021) . The understanding of social entrepreneurship is constantly evolving and different across different communities and regions, which increases the diversity of this understanding (Check et al., 2019) .A thorough theoretical framework is needed to aid the development and measurement of social entrepreneurship due to its new development (Littlewood & Holt, 2018 ; Vieira et al., 2023) . The structure incorporates elements from a variety of perspectives and schools of thought, including the United States, Europe, and those specific to developing countries (Vieira et al., 2023) Furthermore, research on the relationship between social capital and entrepreneurship offers in-depth information on how social capital affects entrepreneurial activity (Gedajlovic et al., 2013) . In the context of social entrepreneurship, it is important to understand how social capital and entrepreneurship are interconnected to produce social values. The creation of research agendas and schemes in this field provides insight into the mechanisms of influence of social capital on the efforts of entrepreneurs. Social entrepreneurs are those who are willing to sacrifice money to set up a customer service company (CSR) but gain social satisfaction. They proved willing to sacrifice money to establish CSR but gained social satisfaction. They may also prefer to set up CSR rather than a company that just wants to make a profit (Baron, 2007).

## **METHODOLOGY**

This study uses bibliometric analysis whose application uses statistical approaches in determining quantitative and qualitative changes in certain research and investigations of the tendencies of a discipline (De Bakker et al., 2005) . Bibliometric analysis is a thorough and systematic examination to find qualitative and quantitative changes in the subjects of science research (Cobo et al., 2011) . The purpose of science mapping is to discover how the scientific field is structured and dynamic. When the researcher's goal is to review a particular area of research, this information about structure and development is useful. The bibliometric method adds quantitative rigor to the assessment of the subjective literature. Such methods have the ability to provide proof of theoretically derived categories in review articles.

The study used an online database of scopus loaded with reputable journal from all disciplines. Scopus is also qualified and most widely used in bibliometric studies (Firmansyah & Faisal, 2020) , has a more complete collection of scientific articles and databases than other databases (Falagas et al., 2008) , and have more resources (estimated 70% more) than WoS (Brzezinski, 2015) . Metadata from the scopus database is exported in CSV format (Arabowo, 2019) also in the form of RIS (Firmansyah & Faisal, 2020) . The results of bibliometric analysis will be visualized using a computer program called vosviewer and can be downloaded for free on the site <https://www.vosviewer.com/download> Scopus database analysis examines research that uses the search word "social entrepreneurship" both listed in the article title, abstract or keyword (Bibliometric analysis conducted in October 2023). To improve search results, researchers also use filters (Garousi, 2015) , that is by using year filter, document type filter and also language filter. For filter year starting from 2018 to 2023, because this study wants to know about the extent of interest of researchers on the topic of social entrepreneurship at the time of the 19 covid pandemic that occurred in 2019 to post-pandemic in 2023, compared to the previous year's research. Documents collected in the form of metadata whose document type is in the form of articles and uses English. The total article collected 1756 documents. The bibliometric indicators included in this study are as follows :

- 1) Changes in the number of entrepreneurial research articles published in 2018 to 2023
- 2) Journal where the author publishes a journal about social entrepreneurship
- 3) Writers who conduct research on social entrepreneurship
- 4) Affiliated researchers whose research is about social entrepreneurship
- 5) Countries where researchers write about social entrepreneurship.
- 6) Field of Study of researchers who write about Social Entrepreneurship

Bibliometric indicators are analyzed and displayed in the form of tables and graphs using microsoft excel 2016, while mapping the development of scientific publications about social entrepreneurship is analyzed and visualized using vosviewer software. The following will be presented Social Entrepreneurship research design using Bibliometric analysis.

## **RESEARCH RESULT AND DISCUSSION**

The development of social entrepreneurship research publications that are presented based on years, journals, researchers, institutions or affiliates, and by country. This discussion will also be equipped with visual mapping using vosviewer software.

### ***1. The development of research articles on social entrepreneurship from 2018 to 2023***

When searching for articles that are title, abstract, or keywords using the word " social entrepreneurship" and using English, the results found that there are as many as 1756 articles. Previously when the article search was done without the year settings, it was found that the article written using English and

using the word “social entrepreneurship” amounted to 2788 articles. The first article written in English was published in the indexed journal scopus in 1989. If in the period of 2018 - 2023 (october) the number of articles is 1756, then for research in the period 1989 to 2018 as many as 1032 documents. There is a very significant difference in terms of the year interval and also the number of article publications. In the period 2018 to 2023 with an interval of less than 6 years there are output articles as many as 1756, while in the period from 1989 to 2018 with an interval of 29 years the number of articles is not that much. Researchers' interest in the topic of social entrepreneurship continues to increase. The following is a table of research developments on social entrepreneurship in 2018 to 2023

Table 1. The development of article publications by year

| Year | dokuments | %   |
|------|-----------|-----|
| 2023 | 319       | 18% |
| 2022 | 360       | 21% |
| 2021 | 323       | 18% |
| 2020 | 303       | 17% |
| 2019 | 250       | 14% |
| 2018 | 201       | 11% |

Source: Data from 2023

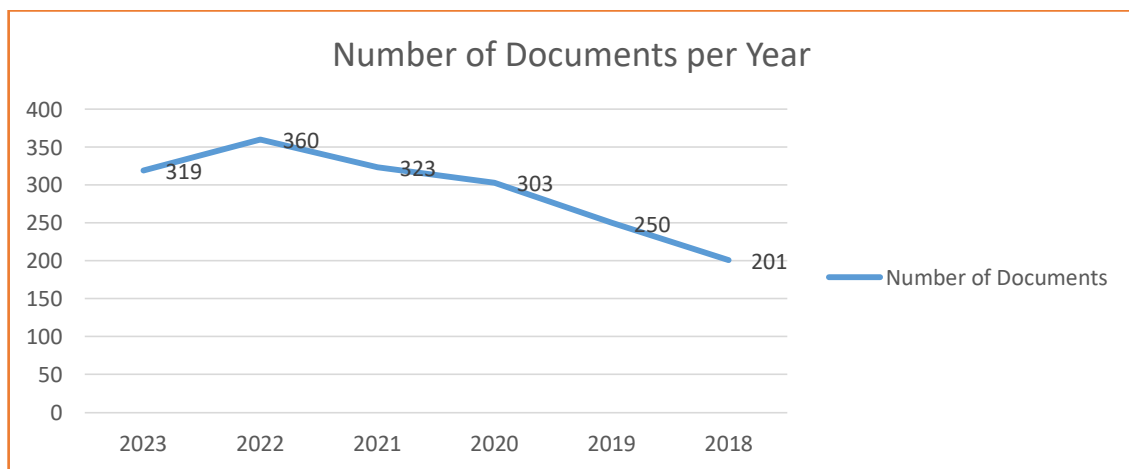


Figure 1. The development of article publications by year

The development of article publications that discuss social entrepreneurship shows an increase from 2018 to 2022. In 2023 the number decreased from the previous year because article searches were conducted in October 2023. It is still possible to increase the number of articles until the end of December 2023. In 2018 there were 201 articles published, increasing gradually in 2019 by 250 articles, then increasing again gradually from 2020 to 2022. The largest number of articles published in 2022 is 319 articles. These results inform that the interest of researchers on the topic of social entrepreneurship is increasing. There is a conformity with the results presented by (Rey-Marti et al., 2016) in his research that both use bibliometric analysis for

social entrepreneurship topics in the period 2003 to 2015 using a database of web of science (WOS). (Rey-Marti et al., 2016) explain that the interest of researchers on the topic based on the data obtained shows an increase from year to year. In 2020, when Covid 19 cases are getting stronger, it does not decrease the attention of researchers to conduct research on social entrepreneurship.

**2. Journal Where the Author Publishes a Journal About Social Entrepreneurship**

When conducting a literature review, it is very important to understand which journals to read to publish social entrepreneurship research. It is also important to know the focus of each journal on social entrepreneurship. The following is a table that presents various journals that publish about social entrepreneurship

Table 2. Journal Publishing Social Entrepreneurship Articles

| No. | Source  | Publications |
|-----|---|--------------|
| 1   | Journal Of Social Entrepreneurship                              | 105          |
| 2   | Sustainability Switzerland                                      | 97           |
| 3   | Emerald Emerging Markets Case Studies                           | 50           |
| 4   | Social Enterprise Journal                                       | 49           |
| 5   | Journal Of Business Ethics                                      | 32           |
| 6   | International Journal Of Entrepreneurial Behaviour And Research | 27           |
| 7   | Journal Of Business Research                                    | 26           |
| 8   | Frontiers In Psychology   | 24           |
| 9   | Journal Of Business Venturing Insights                          | 23           |
| 10  | Journal Of Business Venturing                                   | 21           |

Source: Data from 2023

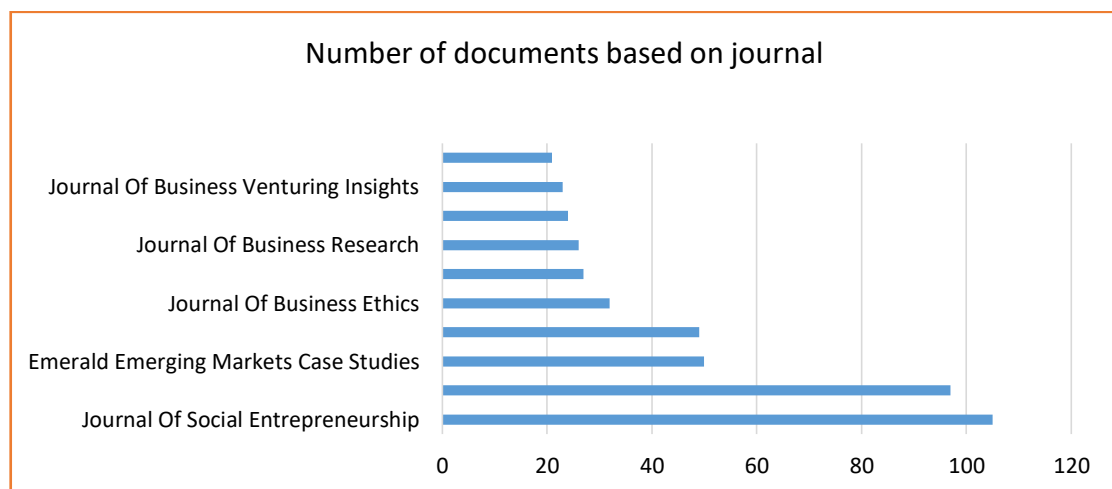


Figure 2. The development of article publications by year

Based on the table and figure above, it can be explained that the journal of social entrepreneurship has published articles on social entrepreneurship as

many as 105 articles in the period 2018 to 2023 and is at the top when compared to other journals that publish articles with similar topics. This can be understood because the journal of social entrepreneurship focuses on topics related to social entrepreneurship. The second order is a sustainability journal with a number of publications of 97 articles. This journal has increased the number of articles that are very significant when compared to the results of publication in previous years. Based on search results on the scopus database in the period 1989 to 2017 obtained results that the journal sustainability Switzerland only published 5 articles on the same topic. The third journal is Emerging Market Case Studies with 50 publications. In 7th place is the journal Frontiers in Psychology with the publication of 24 articles. This journal only publishes articles on social entrepreneurship in 2019 to 2023, while in previous years did not publish articles on the same topic.

### 3. *Authors Who Do Research on Social Entrepreneurship*

Authors whose publications use the topic of social entrepreneurship based on search results through the scopus database found as many as 160 people. After filtering the authors with less than 6 publications, the third table contains 19 authors only. Here will be presented the following table graph about the author and the number of the output of the article.

Table 3. Writers Who Published on Social Entrepreneurship

| No. | Writers               | Document | Citation | C/P   |
|-----|-----------------------|----------|----------|-------|
| 1   | Kruse, P.             | 12       | 157      | 13,08 |
| 2   | Chandra, Y.           | 9        | 90       | 10    |
| 3   | Vázquez-Parra, J.C.   | 9        | 25       | 2,78  |
| 4   | Bacq, S.              | 8        | 714      | 89,25 |
| 5   | Guerrero, M.          | 7        | 33       | 4,71  |
| 6   | Kickul, J.            | 7        | 80       | 11,43 |
| 7   | Muñoz, P.             | 7        | 147      | 21    |
| 8   | Ayob, A.H.            | 6        | 9        | 1,5   |
| 9   | Cruz-Sandoval, M.     | 6        | 9        | 1,5   |
| 10  | Duong, C.D.           | 6        | 16       | 2,67  |
| 11  | Halberstadt, J.       | 6        | 101      | 16,83 |
| 12  | Hota, P.K.            | 6        | 205      | 34,17 |
| 13  | Kraus, S.             | 6        | 142      | 23,67 |
| 14  | Ramírez-Montoya, M.S. | 6        | 39       | 6,5   |
| 15  | Roundy, P.T.          | 6        | 30       | 5     |
| 16  | Sahay, A.             | 6        | 80       | 13,33 |
| 17  | Sengupta, S.          | 6        | 82       | 13,67 |
| 18  | Short, J.C.           | 6        | 21       | 3,5   |
| 19  | Urban, B.             | 6        | 35       | 5,83  |

Source: Data from 2023

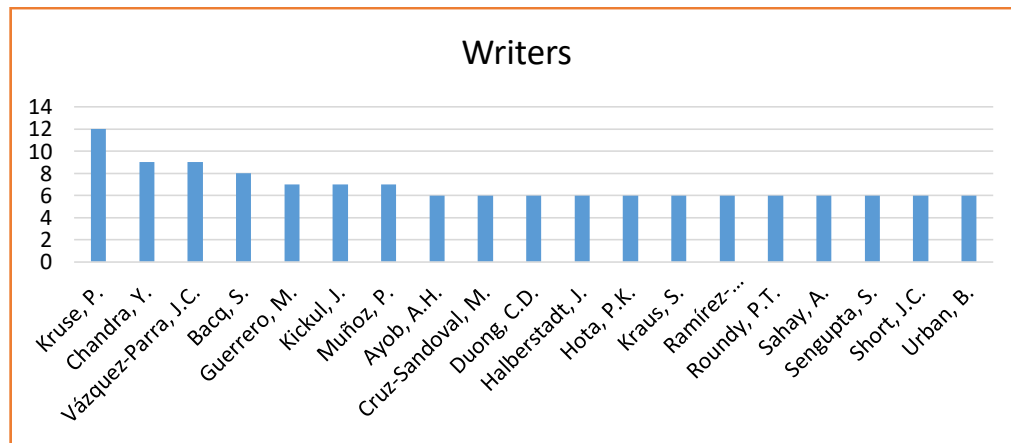


Figure 3 . Writers Who Published on Social Entrepreneurship

The most prolific researcher during the period 2018 to 2023 named Kruse who produced scientific work as many as 12 articles. Kruse writes consistently about social entrepreneurship from 2019 to 2023. In that period, the most publications of Kruse in 2023, which is as many as 5 articles. The next authors who ranked second and third were chandra and Vazquez with the publication of works (each ) as many as 9 articles. In the fourth place is occupied by Bacq which has a publication of 8 articles. Although Kruse was ranked at the top with the most article publications but the number of citations was not higher than Bacq. Although Bacq is ranked fourth, but the number of satiasnya more than Kruse in the top ranking. Bacq got 714 citations and Kruse only got 157 citations. Based on the number of articles and total citations obtained by each author, the citations value per publication (C/P) Kruse amounted to 13.08, while Bacq amounted to 89.25. The high acquisition of citations obtained by Bacq because some of the articles it has first appeared in 2018, while Kruse only published articles about social entrepreneurship in 2019. Article from (Bacq & Alt, 2018) titled “Feeling capable and valued: A prosocial perspective on the link between empathy and social entrepreneurship intentions” published in 2018 received 252 citations and citations per publication were at 249 . The article gets the most citations compared to other articles. This shows that the topic is in great demand by many researchers who focus their research in the same field. Hota is another researcher whose citations per publication are more than Kruse even though the number of publications is only 6 articles. Masterpieces (Hota et al., 2020) the most get citations titled “Mapping the Intellectual Structure of Social Entrepreneurship Research: A Citation/Co-citation Analysis” and published in 2020. Based on the search results of research on the metadata of the article found as many as 187 publications citing the work of Hota.

#### 4. Affiliate Researchers Who Research About Social Entrepreneurship

Based on the search results of the scopus database in the period 2018 to 2023, found as many as 162 affiliates which are institutions where a researcher works or is affiliated. Therefore, after filtering the affiliates of the researcher whose number of publications is less than 10, table 4 contains 23 affiliates only. Here is the following table graph

Table 4. Affiliate Researchers Who Research About Social Entrepreneurship

| No. | Affiliation  | Documents |
|-----|--|-----------|
| 1   | Universiti Kebangsaan Malaysia (Malaysia)  | 19        |
| 2   | Tecnológico de Monterrey (Meksiko)   | 19        |
| 3   | Universitat de València (Spanyol)  | 15        |
| 4   | Universidad del Desarrollo (Chili)   | 15        |
| 5   | University of the Witwatersrand, Johannesburg (Afrika Selatan)                     | 15        |
| 6   | Auckland University of Technology (Selandia Baru)                                  | 15        |
| 7   | Technische Universität Dresden (Jerman)  | 14        |
| 8   | University of Pretoria (Afrika Selatan)  | 14        |
| 9   | Copenhagen Business School (Denmark)   | 12        |
| 10  | University of Cape Town (Afrika Selatan)   | 11        |
| 11  | Universiti Utara Malaysia (Malaysia)   | 11        |
| 12  | University of Birmingham (Inggris)   | 11        |
| 13  | KU Leuven (Belgia)   | 11        |
| 14  | Leuphana Universität Lüneburg (Jerman)   | 11        |
| 15  | Gordon Institute of Business Science (Afrika Selatan)                              | 11        |
| 16  | Thu Dau Mot University (Vietnam)   | 11        |
| 17  | Universiti Teknologi MARA (Malaysia)   | 10        |
| 18  | Vrije Universiteit Amsterdam (Belanda)   | 10        |
| 19  | Università Cattolica del Sacro Cuore (Italia)                                      | 10        |
| 20  | University of Southern California (Amerika Serikat)                                | 10        |
| 21  | Plekhanov Russian University of Economics (Rusia)                                  | 10        |
| 22  | Russian Presidential Academy of National Economy and Public Administration (Rusia) | 10        |
| 23  | LM Thapar School of Management (India)   | 10        |

Source: Data from 2023

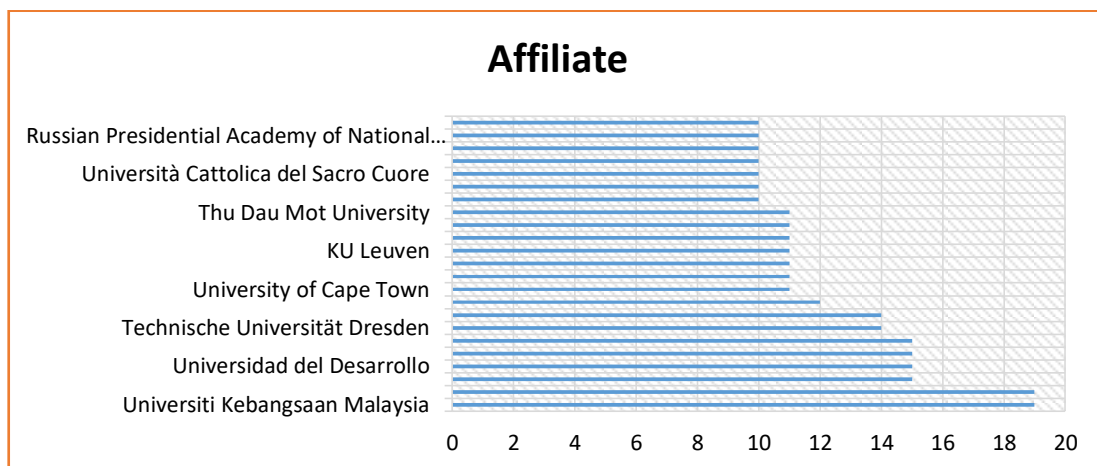


Figure 4. Affiliate Writers whose articles are about Social Entrepreneurship

The research affiliation that has the most publications is Universiti Kebangsaan Malaysia and Tecnológico de Monterrey with 19 articles. Universitas Nasional Malaysia is the leading campus in Malaysia. Tecnológico de Monterrey it is a private university located in Monterrey, Mexico.

Subsequent affiliates who have published as many as 15 articles include The University of Valencia, The Universidad del Desarrollo, The University of the Witwatersrand, Johannesburg , and Auckland University of Technology .All four affiliates are not in the same country. The University of Valencia being in the Spanish State, The Universidad del Desarrollo in the country of Chile, The University of the Witwatersrand, Johannesburg in South Africa, and Auckland University of Technology being in the State of New Zealand. Of the 6 affiliates mentioned, only The University of Valencia only the publication of the above 10 articles when analyzing it using the period before the research period, namely 2018 and back. Based on search results using the scopus database period 1989 to 2017, then found some interesting things. A number of affiliates included in table 4, the majority never published articles about social entrepreneurship in 1989 to 2017. In total there are 17 affiliates, including Tecnologico de Monterrey, Tecnologico de Monterrey, Technische Universitat Dresden, University of Pretoria, University of Cape Town, University of North Malaysia, University of Birmingham, KU Leuven, among others, Gordon Institute of Business Science, Thu Dau Mot University, MARA University of Technology, Vrije Universiteit Amsterdam, University of Cattolica del Sacro, University of Southern, Plekhanov Russian, Russian Presidential Academy of National Economy and Public Administration, and LM Thapar School of Management . This shows that the topic of social entrepreneurship is increasingly in demand by researchers from various affiliates from year to year because they realize the importance of Social Entrepreneurship, not only for non-governmental organizations but also for Non-profit companies, Entrepreneurial Companies, and also public institutions (Christie & Honig, 2006).

### 5. Country Where Researchers Write About Social Entrepreneurship

Based on search results using the scopus database in 2018 to 2023, there have been 86 countries that contribute to the development of research related to social entrepreneurship. Here is a table with a graph after the filter is done for countries whose number of article publications is less than 50 :

Table 5. Number of Articles By Country

| No. | country        | documents |
|-----|----------------|-----------|
| 1   | United States  | 350       |
| 2   | United Kingdom | 186       |
| 3   | India          | 158       |
| 4   | Spain          | 102       |
| 5   | Germany        | 90        |
| 6   | China          | 88        |
| 7   | Italy          | 86        |
| 8   | Malaysia       | 81        |
| 9   | Indonesia      | 70        |
| 10  | South Africa   | 69        |

|    |                    |    |
|----|--------------------|----|
| 11 | Australia          | 68 |
| 12 | Canada             | 59 |
| 13 | France             | 58 |
| 14 | Netherlands        | 52 |
| 15 | Russian Federation | 51 |

Source: Data from 2023

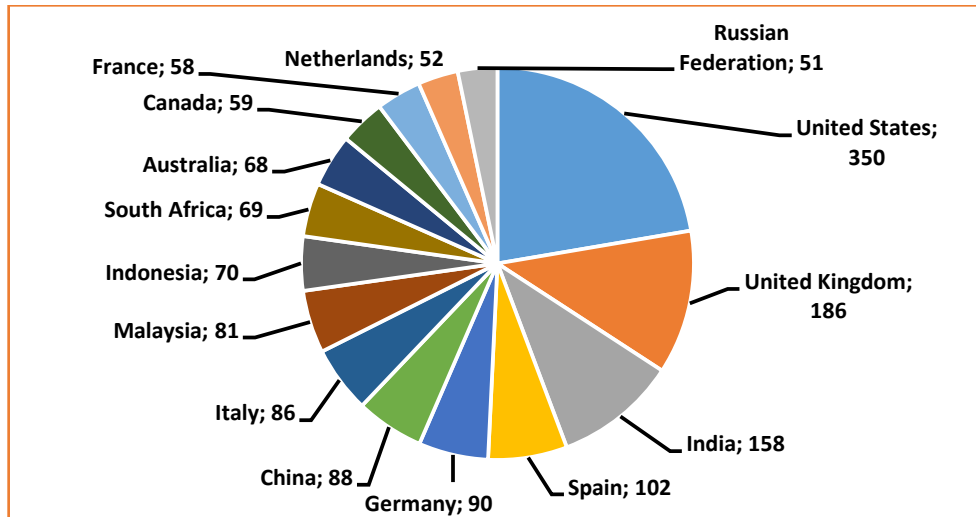


Figure 5 .Number of Articles By Country

Based on the information obtained through the table and graph above, so the general picture of the number of article publications by country is diverse and reflects the productivity of researchers in a country by contributing research to the topic of Social Entrepreneurship. The country whose research is most productive in publishing articles is the United States with a number of publications as many as 350 articles, in the next order is the United Kingdom with the publication of 186 articles and the third place is the country of India with publications as many as 158. There are several countries in Asia that are included in the table, namely Indonesia, Malaysia and China. Indonesia has increased publication in the research period (2018-2023) by 70 articles. This is different from the publication of articles from 1989 to 2017, Indonesia only produces 7 publications. The increase in the number of articles is not only experienced by Indonesia, but also in many countries listed in the table. This shows that the idea of Social Entrepreneurship is accepted in many countries because the concept is able to overcome problems that generally occur in every country, such as hunger, the economy, the field of education, etc, health, environment and Human Rights (HAM).

The diverse problems provide many opportunities for researchers to conduct research studies. When viewed from the characteristics of the type of entrepreneurship that is run in a country is not much different from those in other countries. This is reinforced by the opinion expressed by Kumanova (2013) in (Bencheva et al., 2017) which explains that the features and typologies of the existing entrepreneurial model in Bulgaria are not much different from

similar companies that exist in other European countries. Some of the same characteristics and not much different for social entrepreneurship models are :

- 1) It has a very clear social impact. Companies not only pursue profits, but also provide support for the social status of certain groups.
- 2) Have a very clear target group, especially those dealing with social groups that are vulnerable to economic, social, educational and health problems
- 3) Have a very specific business goal that is to improve the standard of living, expand employment, provide services in the form of direct support.

**6. Number of Articles Based on Number of Area Subjects**

Here is presented a table that contains information about the number of article publications based on the field of study of researchers. In total there are 24 fields of study that research on social entrepreneurship

Table 6. Number of Articles Based on Field of Study

| No. | Subject area                                 | Documents |
|-----|--|-----------|
| 1   | Business, Management and Accounting          | 1885      |
| 2   | Social Sciences                              | 1373      |
| 3   | Economics, Econometrics and Finance          | 944       |
| 4   | Environmental Science                        | 310       |
| 5   | Arts and Humanities                          | 168       |
| 6   | Energy                                       | 162       |
| 7   | Computer Science                             | 158       |
| 8   | Decision Sciences                            | 133       |
| 9   | Engineering                                  | 127       |
| 10  | Psychologies                                 | 97        |
| 11  | Medicine                                     | 71        |
| 12  | Agricultural and Biological Sciences         | 35        |
| 13  | Multidisciplinaries                          | 23        |
| 14  | Nursing                                      | 22        |
| 15  | Mathematics                                  | 16        |
| 16  | Health Professions                           | 15        |
| 17  | Earth and Planetary Sciences                 | 12        |
| 18  | Biochemistry, Genetics and Molecular Biology | 9         |
| 19  | Chemical Engineering                         | 6         |
| 20  | Materials Science                            | 6         |
| 21  | Chemistry                                    | 3         |
| 22  | Pharmacology, Toxicology and Pharmaceuticals | 3         |
| 23  | Immunology and Microbiology                  | 2         |
| 24  | Neurosciences                                | 2         |
| 25  | Physics and Astronomy                        | 2         |
| 26  | Veterinarians                                | 1         |

Source: Data from 2023

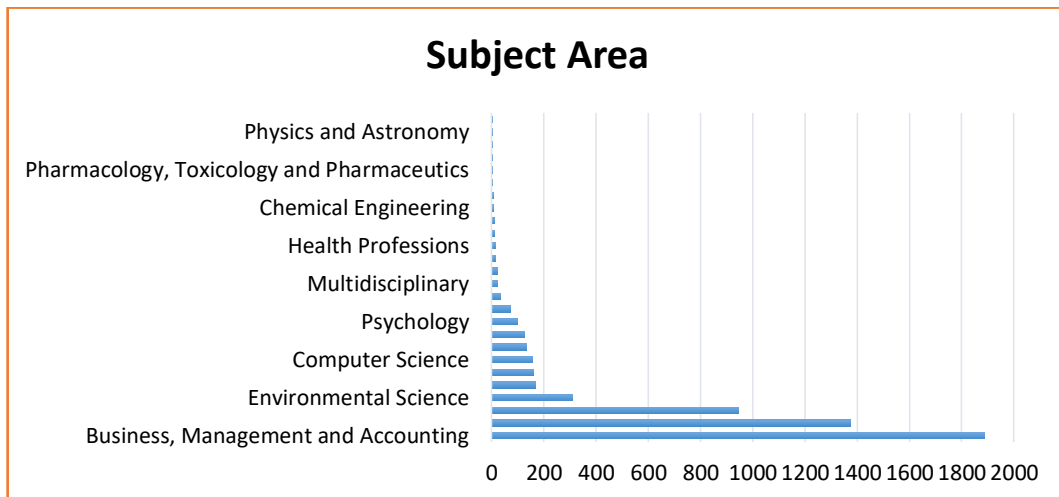


Figure 6. Number of articles by field of study

Based on table 6 and figure 6 shows that the study program that produces the most article publications is Business, Management and Accounting with 1885 articles published. In the next order are social sciences (1373 articles), Economics, Econometrics and Finance (944 articles), and, Environmental Science (310 articles) and in fifth place is Arts and Humanities (168 articles). Business, Management and Accounting are in the first place because this study program is very relevant to the topic of social entrepreneurship. This study program has a focus on business, management and accounting aspects that are directly related to the operational activities of companies and social enterprises. This study program also teaches about managerial skills related to strategic planning, how to solve problems, human resource management, and, as well as data analysis needed in running social businesses effectively and efficiently. Many researchers are interested in researching business practices that have a social impact on others. Some study programs also contribute articles about social entrepreneurship, although it is not relevant to the field. Some of them are Earth and Planetary Sciences, Biochemistry, Genetics and Molecular Biology, Chemical Engineering, chemistry, Pharmacology, Toxicology and Pharmaceuticals, Immunology and Microbiology. The relevance of this field to the topic of social entrepreneurship can be seen from the contribution of the article that has been produced. If social science has a publication contribution of 1373 articles, then chemistry can only contribute as many as 3 articles. A very significant difference between the two fields of study when viewed in terms of the number of articles from 2018 to 2023.



Based on the results of the analysis on the metadata of articles as many as 1756 articles, it can be divided into 11 clusters, each of which can be known based on the color of the circle and its connecting lines. The first cluster is in deep red whose position is on the right when viewed from figure 7. The cluster deals with entrepreneurship and social responsibility which consists of entrepreneurial intention, entrepreneurial self-efficacy, prosocial motivation, social responsibility and social support. For the second cluster in green and its position there is a central part in the visualization image related to the ecosystem of social entrepreneurship and innovation. Items contained in cluster two, some of which are design thinking, Entrepreneurial Ecosystem, Social entrepreneurship education, Social entrepreneurship and Experiential learning. The blue third cluster on the left has relevance to innovation strategies in sustainable entrepreneurship. Some of the items in the cluster are development, entrepreneurship, governance, inclusion, innovation, sustainability and sustainability development. The fourth cluster in greenish yellow includes terms about human capabilities, institutions and the creation of social values such as culture, human capital, institutional theory, institution, opportunity recognition, resource mobilization, etc, the fifth purple kbluan social capital and social value creation cluster is more inclined to terms related to empowerment, social business, social change, social impact, social value, social venture and value creation. The bright greenish-blue sixth cluster includes terms related to case study, China, Corporate Social Entrepreneurship, Corporate Social Responsibility, Crowdfunding, India and Legitimacy. The seventh orange cluster includes terms related to non-profit organization, scaling, social entrepreneurship orientation, social innovation, social mission, and social networks. The eighth cluster is brown in relation to terms such as entrepreneurship, leadership, motivation and social entrepreneurs. Clusters nine through eleven included minority clusters, as there were very few items. The eleventh cluster in bluish green is filled with only one item, the social economy.

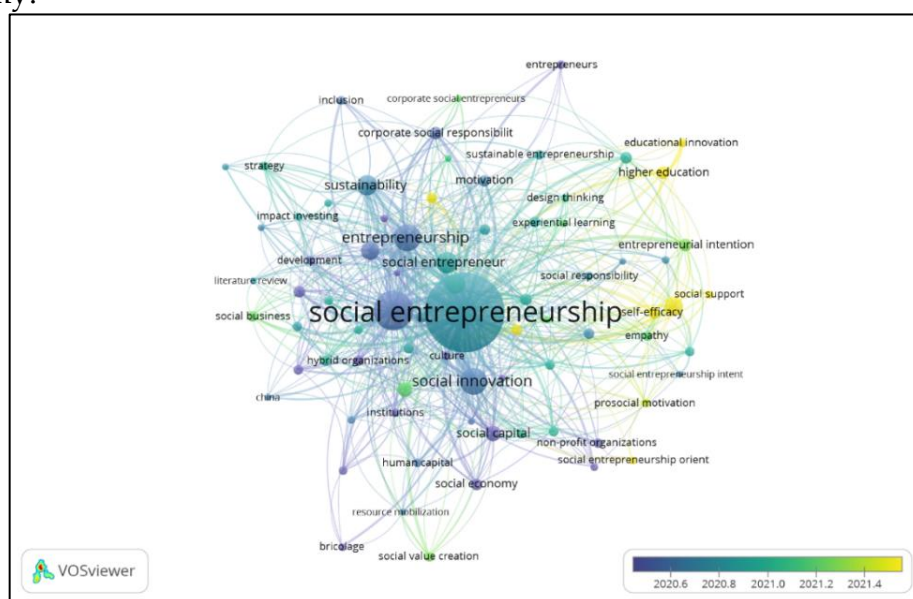


Figure 8. Visualization of Overlay Article on Social Entrepreneurship 2018-2023



increase and are published in various journal publishers in many countries. The United States is the country with the most number of article publications, which is 350 articles, followed by the United Kingdom with 186 articles and the third is India. Publication of the highest articles on the topic of social entrepreneurship produced by researchers with the field of study of Business, Management and Accounting as many as 1885 articles, followed by the field of study Social Sciences (1373 articles) and in the third order are Economics, Econometrics and Finance (944 articles). The results of mapping research publications using Vosviewer for article metadata as many as 1756 obtained the results of categorizing as many as 11 clusters for inter-word relationships (co-occurrence). The cluster with the most items is cluster 1 with 16 items, while the cluster with the smallest number of items is cluster 11 with only 1 item, namely social economy items.

### ADVANCED RESEARCH

The research is still limited to the use of metadata obtained from the scopus database. For bibliometric research can then utilize other databases such as Web of Science (WoS), Crossref or Dimension so that more diverse scientific publications are obtained. Researchers can further explore it again by utilizing other software such as Pajek, Gephi or using CiteNetExplorer as an alternative means of processing and analyzing the performance of various articles, the authors, and others, affiliation or country that is the source of an article. The researcher is also expected to widen the interval of the year of his research, such as starting to take metadata articles from since the topic appeared until the current year, so that the performance of the article will be reviewed comprehensively.

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