

Mapping Social Entrepreneurship Concepts through Bibliometric Analysis

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ABSTRACT

Social entrepreneurship has emerged as a significant force in addressing societal challenges through entrepreneurial approaches aimed at creating sustainable solutions. Despite its growing interest, the conceptual framework of social entrepreneurship remains complex and multifaceted, with diverse interpretations and applications. This paper conducts a systematic bibliometric analysis to map the landscape of social entrepreneurship concepts, elucidating key themes, trends, and intellectual connections within the literature. Through advanced bibliometric techniques, including network analysis and thematic clustering, the study identifies seminal works, influential authors, and emerging research topics in the field. The analysis reveals shifts in research focus over time, from foundational concepts to the integration of technology and crowdsourcing methods. Furthermore, potential emerging research areas are identified, offering opportunities for future inquiry. The findings contribute to a nuanced understanding of the conceptual landscape and intellectual structure of social entrepreneurship research, informing scholarly inquiry, policy formulation, and practical interventions in the field.

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1. INTRODUCTION

Social entrepreneurship has emerged as a pivotal force in addressing societal challenges by leveraging entrepreneurial approaches to create sustainable solutions [1]. In recent years, the concept has gained significant traction, drawing attention from scholars, policymakers, and practitioners alike [2]. However, amidst this burgeoning interest, the landscape of social entrepreneurship remains multifaceted and

complex, characterized by diverse interpretations and conceptualizations [1], [3], [4]. Despite numerous studies exploring various aspects of social entrepreneurship, a comprehensive understanding of its evolving conceptual framework and thematic trends remains elusive.

A thorough examination of the literature reveals a plethora of definitions, theories, and frameworks surrounding social entrepreneurship, reflecting its interdisciplinary nature and diverse

applications [5]. Scholars have approached social entrepreneurship from different perspectives, emphasizing its role in fostering social innovation, promoting inclusive economic development, and addressing systemic inequalities [6], [7]. Moreover, the proliferation of empirical studies has contributed to a rich body of knowledge, offering insights into the mechanisms, challenges, and outcomes associated with social entrepreneurial endeavors [8]. However, the disparate nature of research outputs calls for a systematic approach to map and synthesize the evolving landscape of social entrepreneurship concepts [9].

The research problem arises from the need to consolidate existing knowledge and identify key themes, trends, and gaps in the literature on social entrepreneurship [10]. Despite the growing interest in the field, there remains a lack of clarity regarding the conceptual boundaries and theoretical underpinnings of social entrepreneurship [11], [12]. Furthermore, the rapid expansion of research outputs poses challenges for scholars seeking to navigate and comprehend the breadth and depth of existing literature [13], [14]. Addressing these issues requires a comprehensive bibliometric analysis to map the intellectual structure of social entrepreneurship research and provide valuable insights for future inquiry.

The objective of this research is to conduct a systematic bibliometric analysis to map the landscape of social entrepreneurship concepts, elucidating key themes, trends, and intellectual connections within the literature. By employing advanced bibliometric techniques, this study aims to identify seminal works, influential authors, and emerging research topics in the field of social entrepreneurship. Additionally, the research seeks to uncover patterns of collaboration and knowledge dissemination among scholars and institutions, shedding light on the global dynamics shaping the discourse on social entrepreneurship.

The significance of this research lies in its potential to inform scholarly inquiry, policy formulation, and practical interventions aimed at advancing the field of

social entrepreneurship. By providing a comprehensive overview of the conceptual landscape and thematic trends, this study will facilitate knowledge synthesis, interdisciplinary dialogue, and strategic planning among stakeholders. Moreover, insights derived from the bibliometric analysis can guide future research directions, enabling scholars to identify underexplored areas and develop innovative approaches to address pressing societal challenges through entrepreneurial means. Ultimately, this research endeavors to contribute to the ongoing evolution and maturation of social entrepreneurship as a dynamic field of study and practice.

2. LITERATURE REVIEW

Social entrepreneurship is a form of entrepreneurial activity focused on addressing social issues while generating income [15]. It emphasizes creating social value over profit maximization [16]. Social entrepreneurs aim to serve communities and drive positive social change [17]. They operate within the social economy, prioritizing social impact over financial gains [4]. These ventures often target unmet community needs, providing services that traditional sectors overlook [13]. Social entrepreneurship involves utilizing various funding sources like business angels and crowdfunding. It plays a crucial role in realizing constitutional rights and freedoms, offering innovative solutions beyond state obligations. By engaging in responsible entrepreneurship, social entrepreneurs contribute to empowering marginalized populations and revitalizing communities.

Research in social entrepreneurship focuses on defining the field, exploring its impact, and identifying key themes. Scholars have highlighted the need for a structured framework to understand the dynamics of social entrepreneurship, emphasizing resources, opportunities, and strategies for value creation [18], [19]. Additionally, studies have delved into the evolution of social entrepreneurship, emphasizing core components like social value creation and

business models, while also addressing scaling, impact measurement, and systems change as crucial areas for further research [20]. Furthermore, research has examined the role of social media in entrepreneurship development, analyzing topics such as user behavior, social media metrics, and the impact of social media on marketing and branding, aiming to bridge gaps in understanding and define its influence on entrepreneurial performance [21].

3. METHODS

3.1 Data Collection

To conduct the bibliometric analysis, a comprehensive search strategy will be devised to identify relevant literature on social entrepreneurship. Multiple academic databases such as Web of Science, Scopus, and Google Scholar will be utilized to retrieve articles, conference papers, and other scholarly publications. The search will encompass a wide range of keywords and phrases related to social entrepreneurship, including variations in terminology and synonyms to ensure inclusivity. The time frame for the search will be specified to capture relevant publications up to the present date.

3.2 Data Preprocessing

Upon retrieving the initial set of publications, a rigorous screening process will be employed to filter out irrelevant or duplicate entries. This will involve the removal of non-academic content, such as news articles and opinion pieces, as well as publications not directly related to social entrepreneurship. The remaining dataset will undergo further refinement through the application of inclusion and exclusion criteria, ensuring that only scholarly works addressing substantive aspects of social entrepreneurship are retained for analysis.

3.3 Bibliometric Analysis

The selected dataset will be subjected to bibliometric analysis using specialized software such as VOSviewer. Various bibliometric indicators, including citation counts, co-citation networks, and co-authorship patterns, will be examined to assess the impact, visibility, and collaboration dynamics within the field of social entrepreneurship. Additionally, thematic analysis techniques, such as co-occurrence analysis and keyword clustering, will be employed to identify key concepts, themes, and research trends present in the literature.

3.4 Visualization and Interpretation

The results of the bibliometric analysis will be visualized using graphical representations, including network maps, citation trajectories, and thematic clusters. These visualizations will facilitate the exploration and interpretation of complex patterns and relationships within the literature on social entrepreneurship. Furthermore, qualitative insights derived from the analysis will be synthesized to provide a nuanced understanding of the conceptual landscape and intellectual structure of social entrepreneurship research.

4. RESULT AND DISCUSSION

Table 1. Data Metrics of Literature

Publication years:	1953-2024
Citation years:	71 (1953-2024)
Papers:	491
Citations:	6185
Cites/year:	87,11
Cites/paper:	12,60
Authors/paper:	2.09
h-index:	35
g-index:	74
hI,norm:	25
hi,annual:	0,35
hA-index:	15

Papers with ACC >= 1,2,5,10,20:
128,91,54,28,11

Source: Publish or Perish Output, 2024

The table provides a comprehensive overview of the bibliometric characteristics of the dataset under consideration. Spanning from 1953 to 2024, the dataset comprises 491 papers, accumulating a total of 6185 citations over 71 citation years. On average, each paper receives approximately 12.60 citations, indicating a moderate level of scholarly impact. The dataset exhibits a relatively low average of authors per paper, standing at 2.09, suggesting a prevalent trend of single or dual-authored contributions in the field. The h-index, a widely

recognized metric of research impact, is calculated at 35, reflecting the presence of a substantial core of highly cited papers. Moreover, the g-index, which accounts for the distribution of citations across papers, is reported at 74, indicating a considerable proportion of papers with a substantial number of citations. Additionally, the table presents various metrics reflecting the distribution of citations across different thresholds, providing insights into the concentration of highly cited papers within the dataset. Overall, these bibliometric indicators offer valuable insights into the impact, productivity, and collaboration dynamics within the field of study.

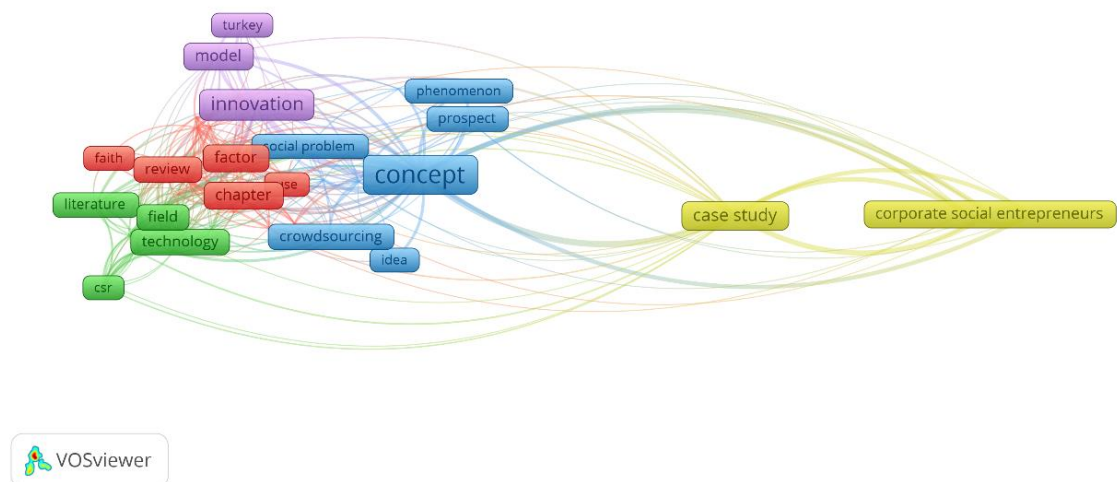


Figure 1. Network Visualization
Source: Data Analysis Result, 2024

In this visualization, we can see several clusters of concepts, each represented by a different color:

1. **Red Cluster:** This seems to focus on the process of research and innovation. Keywords like "innovation," "review," "factor," "model," and "chapter" are interlinked, indicating a thematic focus on the theoretical or methodological aspects of

innovation, perhaps in a business or technology context.

2. **Green Cluster:** Includes terms like "field," "technology," "csr" (which stands for Corporate Social Responsibility), and "literature." This cluster seems to focus on the application of technology and corporate strategies for social responsibility, drawing upon relevant literature in the field.

3. Blue Cluster: Central to this cluster is the term "concept," which is connected to "phenomenon," "prospect," "idea," and "crowdsourcing." This suggests a theme around the development, exploration, and expansion of concepts or theories, possibly related to new business models or participatory approaches like crowdsourcing.

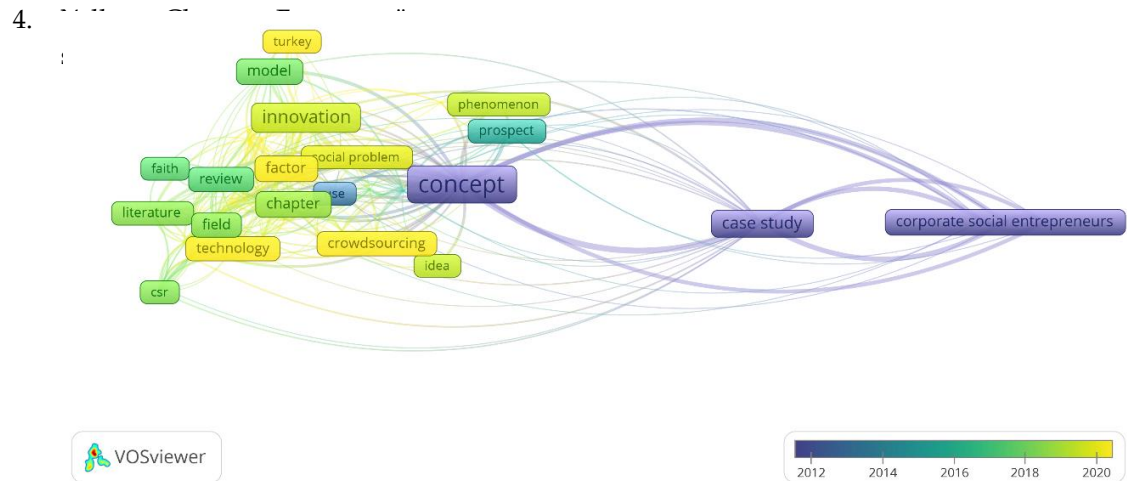


Figure 2. Overlay Visualization
Source: Data Analysis Result, 2024

In this image, we can infer that there has been a discernible shift in the research landscape from theoretical aspects of innovation, model, and technology around 2012-2016, towards more applied research in the form of case studies and practical applications in corporate social entrepreneurship towards 2020. The clustering and the color gradient together suggest that the field is moving from broad conceptual research to more specific, applied studies over time.

1. 2012 (Blue): The focus was on "corporate social entrepreneurs," "case study," and "concept." This suggests that at the beginning of the period, research was centered on the practical application of social entrepreneurship

entrepreneurs." This indicates a focus on practical applications and the study of real-world examples, specifically related to corporate social entrepreneurship.

5. Purple Cluster: This cluster is not as well-defined in the image but could represent a specific geographic or contextual focus, as indicated by the term "Turkey."

principles within corporate settings and the exploration of these concepts through case studies.

2. 2016 (Light Blue/Green): The term "prospect" stands out. This could indicate that during this time, there was a forward-looking approach in research, contemplating the future possibilities and directions in this field.
3. 2018 (Green/Yellow): Several terms come into focus during this period: "literature," "field," "chapter," "CSR," and "model." This implies a consolidation of knowledge, perhaps with a focus on corporate social responsibility (CSR) and the development of

models within the academic literature.

4. 2020 (Yellow): By this year, "crowdsourcing," "technology," "factor," "social problem," and "Turkey" emerge as prominent.

This indicates a more recent research trend that likely involves leveraging technology and crowdsourcing to address social problems, with specific reference to the context of Turkey.

Table 2. Top Cited Literature

Citation	Authors	Title
859	[22]	Institutional Analysis and the Paradox of Corporate Social Responsibility
694	[23]	Designing a Global Standardized Methodology for Measuring Social Entrepreneurship Activity: the Global Entrepreneurship Monitor Social Entrepreneurship Study
310	[24]	A Conceptual Model for Social Entrepreneurship Directed Toward Social Impact on Society
223	[25]	The Influence of Dark Triad on the Relationship between Entrepreneurial Attitude Orientation and Entrepreneurial Intention: A Study Among Students
198	[26]	CSR as Organization-Employee Relationship Management Strategy: A Case Study of Socially Responsible Information Technology Companies in India
187	[17]	Essay of Clarification and Definitions of the Related Concepts of Social Enterprise, Social Entrepreneur, and Social Entrepreneurship
155	[27]	Handbook of Geotourism
137	[28]	Where Do We From Now? Research Framework for Social Entrepreneurship
121	[15]	Social Entrepreneurship and the Mobilization of Social Capital in European Social Enterprises
117	[29]	A Blended Value Framework for Educating the Next Cadre of Social Entrepreneurs

Source: Publish or Perish Output, 2024

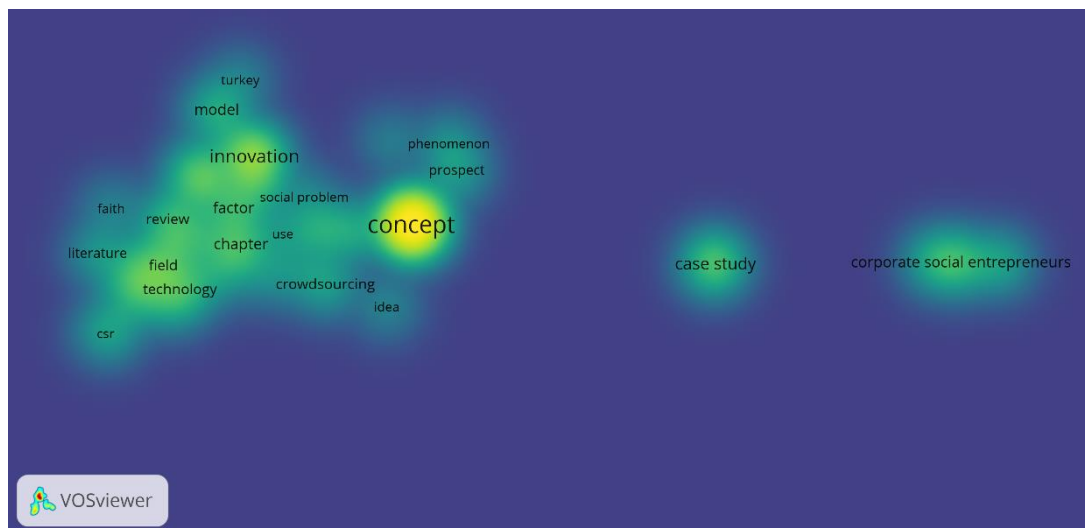


Figure 3. Density Visualization

Source: Data Analysis Result, 2024

In the provided visualization, the areas that are less brightly illuminated could indicate emerging or less-explored research areas that might hold potential for future

investigation. These areas might represent topics that are currently at the periphery of the research landscape but could become more central in the future. In this image, it seems that the less bright areas are

around the terms: "Faith", "CSR" (Corporate Social Responsibility), "Crowdsourcing", "Technology", and "Idea". These less illuminated topics suggest that while there might be some existing research, they are not yet as fully developed or as central to

the field as the other, more brightly lit topics. Given their position in the visualization, they may represent new avenues for exploration, possibly holding rich opportunities for innovation and contribution to the field.

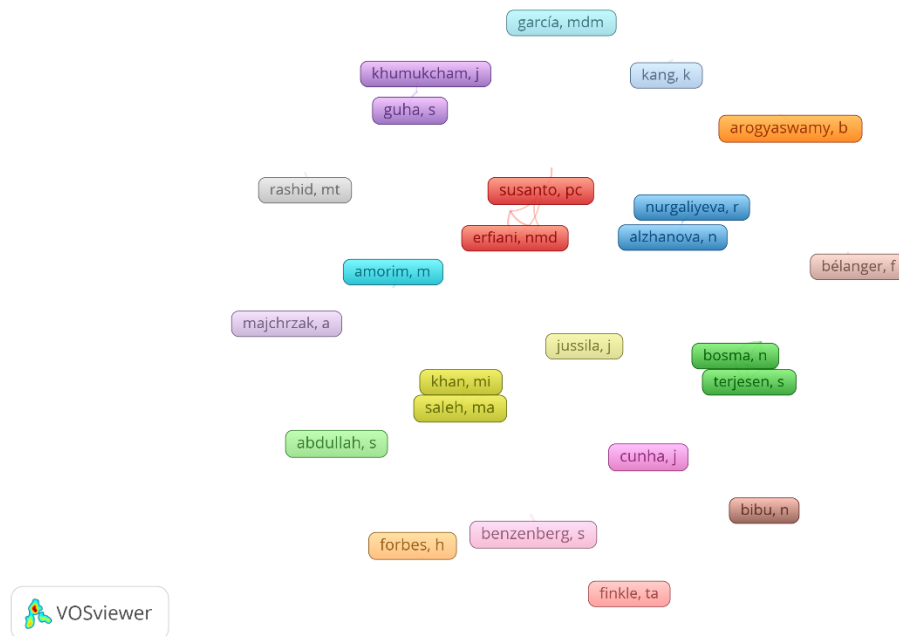


Figure 4. Author Collaboration Visualization
Source: Data Analysis Result, 2024

This figure shows the co-authorship or collaboration network among various researchers, with each node representing a different author. The proximity of the nodes to each other likely indicates the frequency or intensity of collaboration between the individuals. The larger a node, the more significant that author is within the network, which could be a measure of the number of publications, citations, or collaborations they have within the dataset. Different colors could represent different clusters or groups of researchers who tend to collaborate more closely with each other than with those in other clusters. For instance, we might infer that "susanto, pc" and "erfiani, nmd" are part of one cluster, while "bosma, n"

and "terjesen, s" are part of another. Such visualizations help identify key players in a field and the relationships between them, potentially indicating research groups, institutions, or thematic clusters. The red link between "susanto, pc" and "erfiani, nmd" is highlighted, possibly to show a particularly strong collaboration or a recent co-authorship. This visualization can help in understanding the collaborative structure of a field, identifying which authors are central to a network, and exploring the dynamics of research collaboration.

5. CONCLUSION

Throughout our analysis of the various VOSviewer visualizations, we've identified patterns in research trends,

thematic clusters, and collaboration networks within a specific academic or scientific field. Starting from thematic clustering, we discerned groupings around innovation, CSR, technology, and corporate social entrepreneurship, hinting at an evolution in focus areas over time. A temporal overlay revealed shifts from foundational concepts and case studies in social entrepreneurship to the integration of technology and crowdsourcing methods in more recent years. Additionally, we spotted potential emerging research areas indicated by less illuminated sections of a visualization, suggesting new

avenues such as faith, literature, and CSR that may yield fruitful inquiry. Lastly, we interpreted a collaboration network, highlighting the interconnectivity and the collaborative dynamics between various researchers, with specific links suggesting key partnerships or co-authorship. Collectively, these analyses demonstrate the utility of bibliometric tools in discerning trends, gaps, and networks in research landscapes, providing valuable insights for scholars, researchers, and policy makers to inform future research directions, collaborations, and strategies.

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