

Mapping Knowledge Trends in Regenerative Entrepreneurship

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ABSTRACT

Regenerative entrepreneurship has emerged as a transformative paradigm that extends sustainability-oriented entrepreneurship by emphasizing the restoration, renewal, and enhancement of socio-ecological systems while creating economic value. Despite growing scholarly attention, research in this field remains fragmented across disciplines and lacks a systematic understanding of its intellectual structure and thematic evolution. This study aims to map knowledge trends in regenerative entrepreneurship through a comprehensive bibliometric analysis of publications indexed in the Scopus database. Using VOSviewer, the study applies network visualization, overlay visualization, density analysis, citation analysis, and collaboration mapping to examine thematic clusters, temporal dynamics, influential contributions, and patterns of scholarly collaboration. The findings reveal that regenerative entrepreneurship has evolved from foundations in classical entrepreneurship, economics, and organizational studies toward sustainability-oriented frameworks and, more recently, regenerative and systems-based perspectives. Three dominant thematic clusters are identified: institutional-economic entrepreneurship, regenerative innovation and place-based entrepreneurship, and sustainability-driven business model transformation. The results also indicate a concentration of research within specific countries and institutions, alongside emerging opportunities for broader international and interdisciplinary collaboration. Overall, this study provides a structured overview of the intellectual landscape of regenerative entrepreneurship, identifies key research gaps, and offers a foundation for future theoretical development and practical application in advancing regenerative economic systems.

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1. INTRODUCTION

Regenerative entrepreneurship has emerged as an important paradigm in the 21st century as global economic systems confront

escalating ecological and social pressures [1], [2]. Unlike traditional entrepreneurship, which has historically prioritized value extraction and profit maximization, regenerative entrepreneurship focuses on

restoring, renewing, and enhancing ecological and social systems while creating economic value. This transition reflects a broader societal shift toward sustainability-driven innovation, where enterprises are expected to produce positive environmental and social externalities rather than merely mitigating harm [3]. Through regenerative approaches, entrepreneurs seek to design ventures that operate in harmony with natural cycles, promote social wellbeing, and contribute to long-term resilience [4].

Over the past decade, scholars and practitioners have increasingly recognized that regenerative entrepreneurship serves as a bridge between sustainability theory and real-world economic transformation [5], [6]. Conventional sustainable business frameworks often emphasize efficiency and harm reduction, such as lowering carbon emissions or implementing recycling programs. However, regenerative entrepreneurship goes further by proposing models that replenish degraded systems and generate net-positive outcomes [7]. This philosophical orientation aligns with emerging theories in ecological economics, circular economy design, and biomimicry-driven innovation. Entrepreneurs adopting regenerative principles often rely on multidisciplinary knowledge, integrating environmental science, indigenous ecological wisdom, social innovation strategies, and technological advancements [8].

At the same time, the global expansion of regenerative initiatives has been uneven, accompanied by significant gaps in knowledge production and conceptual clarity. While regenerative agriculture, regenerative finance, and regenerative design have received growing attention, the broader domain of regenerative entrepreneurship remains relatively fragmented [9], [10]. Scholars describe a lack of standardized definitions, measurement frameworks, and theoretical boundaries, which complicates efforts to study or benchmark regenerative ventures. As a result, the field evolves through loosely connected research streams, case studies, and practitioner-led innovations.

This fragmentation underscores the need for a systematic understanding of how knowledge in regenerative entrepreneurship has developed over time, how it is distributed across disciplines, and what conceptual directions are gaining prominence.

Furthermore, the knowledge landscape of regenerative entrepreneurship is influenced by complex global developments, including climate change, socio-economic inequality, and rapid technological shifts. For instance, regenerative start-ups increasingly utilize digital platforms, remote sensing technologies, and artificial intelligence to scale ecological restoration or monitor social impact [11]. Likewise, policy movements advocating for green economies and just transitions have shaped entrepreneurial behavior and research emphasis. This evolving context has transformed regenerative entrepreneurship from a niche concept into a multidisciplinary focal point that intersects innovation studies, sustainability science, and social enterprise research. Mapping knowledge trends in this domain can provide critical insights into how researchers and practitioners conceptualize regenerative solutions within these dynamic conditions.

Despite growing attention, many aspects of regenerative entrepreneurship remain underexplored, particularly in terms of how knowledge has evolved, consolidated, and diversified across time. Bibliometric and qualitative mapping approaches have been widely used in related fields such as green entrepreneurship, circular economy, and social innovation to identify intellectual foundations, thematic clusters, and emerging research frontiers (Ahmed & Rivera, 2020). Applying similar techniques to regenerative entrepreneurship is essential for understanding its theoretical maturation, the influence of interdisciplinary collaborations, and the trajectory of scholarly conversations. Because regenerative entrepreneurship is still an emergent field, a comprehensive knowledge-mapping effort can underscore conceptual gaps, highlight underrepresented

themes, and reveal opportunities for future research and practice.

Although regenerative entrepreneurship is increasingly recognized as a transformative approach to sustainability-driven innovation, the existing body of knowledge remains widely dispersed, lacking systematic review, thematic synthesis, and longitudinal mapping. Scholars have produced valuable but isolated contributions across various domains, yet there is no unified analysis showing how research themes have evolved, which conceptual areas dominate, and where intellectual gaps persist. The absence of an integrated map of knowledge trends limits theoretical development, hinders coherent policy design, and restricts practitioners' ability to adopt evidence-based strategies. Therefore, there is a pressing need for a comprehensive study that systematically analyzes and visualizes the trajectory of regenerative entrepreneurship scholarship. The objective of this study is to map knowledge trends in regenerative entrepreneurship by analyzing the evolution, thematic patterns, and intellectual structures that characterize the field.

2. METHOD

This study employed a systematic bibliometric approach to map the knowledge structure and thematic evolution within the field of regenerative entrepreneurship. Bibliometric analysis was selected because it enables comprehensive evaluation of scholarly production, citation patterns, and intellectual relationships across large datasets. The research followed established procedures for systematic mapping, beginning with the identification of relevant literature through Scopus Database. Using controlled keywords, including "regenerative entrepreneurship," "regenerative business," "regenerative innovation," and "regenerative economy" the initial search yielded a broad collection of publications. Inclusion criteria were limited to peer-reviewed journal articles, conference papers, and academic book

chapters published in English, while duplicate records and non-scholarly sources were excluded.

After the dataset was finalized, quantitative analytical techniques were applied to uncover bibliometric patterns and thematic structures. Descriptive statistics were used to analyze publication frequency over time, geographical distribution, authorship patterns, and journal contributions. To examine intellectual linkages and thematic clusters, the study utilized co-authorship, co-citation, and keyword co-occurrence analyses. These analyses were performed using VOSviewer software, which are widely recognized for their ability to visualize scientific networks and detect conceptual groupings within scholarly literature. Network maps were generated to identify influential authors, foundational works, and emerging thematic areas in regenerative entrepreneurship research. To complement the quantitative findings, qualitative thematic analysis was conducted to interpret and contextualize the identified clusters within broader theoretical and practical discussions. Key articles within each thematic cluster were reviewed in depth to understand their conceptual contributions and relevance to the evolution of the field.

3. RESULT AND DISCUSSIONS

3.1 Network Visualization

Network visualization is employed to illustrate the conceptual structure and interrelationships among key themes in the field of regenerative entrepreneurship. By mapping the co-occurrence of keywords, this visualization reveals how core concepts are interconnected and clustered, indicating dominant research streams and the intellectual organization of the literature. The resulting network provides an overview of how regenerative entrepreneurship has evolved as a research domain, highlighting central themes as well as peripheral yet emerging topics that

contribute to the field's multidimensional nature.

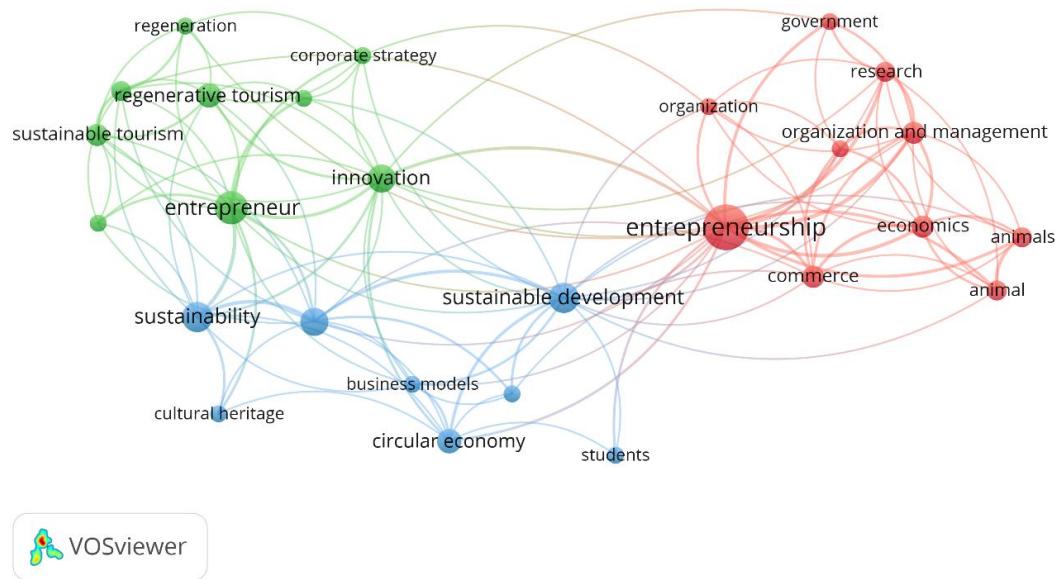


Figure 1. Network Visualization
Source: Data Analysis Result, 2025

The network visualization reveals that regenerative entrepreneurship research is structured around three major thematic clusters, each representing a distinct but interconnected knowledge domain. At the center of the network lies entrepreneurship, acting as a bridging concept that connects organizational,

sustainability, and regenerative perspectives. This centrality indicates that regenerative entrepreneurship is not treated as an isolated concept, but rather as an extension of broader entrepreneurship scholarship enriched by sustainability and regeneration discourses.

Table 1. Thematic Analysis of Each Clusters

Cluster	Dominant Color	Core Keywords	Thematic Focus	Conceptual Role in the Field	Key Research Orientation
Institutional –Economic Entrepreneurship	Red	Entrepreneurship, organization, management, economics, government, commerce	Institutional and economic foundations of entrepreneurship	Serves as the theoretical backbone, grounding regenerative entrepreneurship within classical entrepreneurship and organizational theory	Governance, policy, institutional change, economic structures

Cluster	Dominant Color	Core Keywords	Thematic Focus	Conceptual Role in the Field	Key Research Orientation
Regenerative Innovation & Place-Based Entrepreneurship	Green	Regeneration, regenerative tourism, sustainable tourism, innovation, corporate strategy, entrepreneur	Regeneration-driven innovation and strategic renewal	Represents the conceptual differentiation, shifting from sustainability to regeneration	Socio-ecological restoration, place-based innovation, tourism and local systems
Sustainability & Business Model Transformation	Blue	Sustainability, sustainable development, circular economy, business models, cultural heritage	Operational mechanisms for regenerative entrepreneurship	Acts as the translational mechanism, linking theory to practice	Circular business models, sustainability transitions, value creation logic

Source: Data Processed, 2025

The red cluster represents the institutional and economic foundation of entrepreneurship, emphasizing themes such as organization, management, economics, government, and commerce. This cluster reflects the dominant theoretical roots of the field, where regenerative entrepreneurship is still strongly embedded in classical entrepreneurship and organizational studies. The presence of policy-related terms suggests that institutional contexts and governance structures are critical in shaping regenerative entrepreneurial practices. The green cluster highlights the regenerative and innovation-oriented dimension, focusing on concepts such as regeneration, regenerative tourism, sustainable tourism, innovation, and corporate strategy. This cluster illustrates a shift from sustainability-as-impact-reduction toward regeneration-as-value-creation, where entrepreneurial activities actively restore ecological and social systems. Tourism appears as a prominent empirical domain, indicating that regenerative entrepreneurship has been most visibly operationalized in place-based and experience-driven industries. The blue cluster reflects the sustainability and business model

transformation perspective, linking sustainability, circular economy, business models, and sustainable development. This cluster emphasizes mechanisms and tools through which regeneration is embedded into entrepreneurial practice, particularly through circular business models and systemic innovation. Its strong connection to the central entrepreneurship node underscores the role of business model innovation as a key conduit between sustainability theory and regenerative entrepreneurial action.

3.2 Overlay Visualization

Overlay visualization is used to capture the temporal dynamics of research themes within regenerative entrepreneurship. This approach enables the identification of shifts in scholarly attention over time by assigning colors based on the average publication year of keywords. Through this visualization, it becomes possible to distinguish between foundational themes that have shaped early discourse and emerging topics that reflect recent theoretical and empirical developments. Consequently, the overlay visualization offers insights into

the evolutionary trajectory and future research potential of the field.

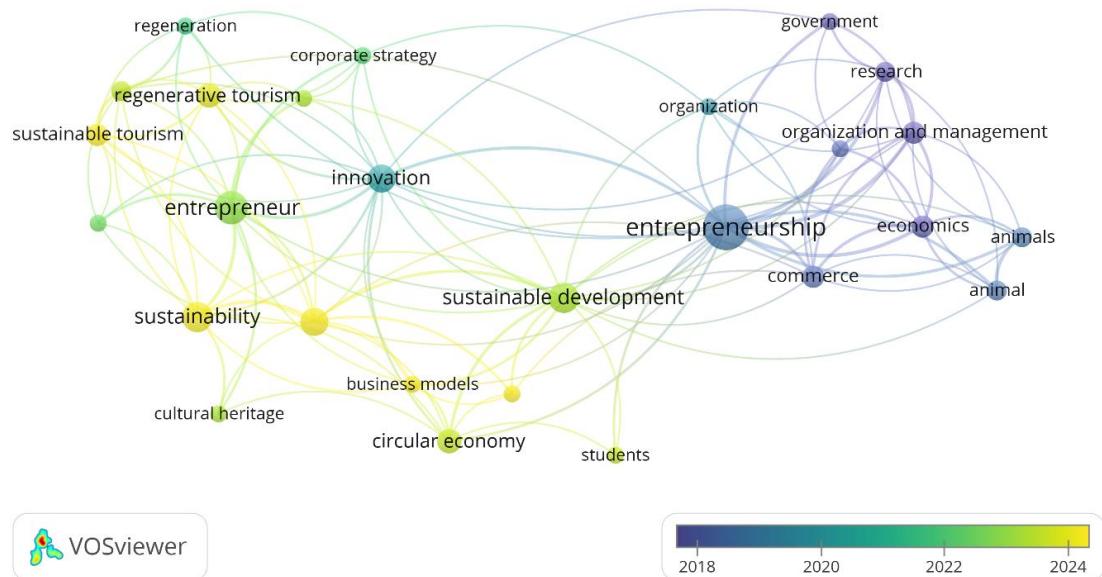


Figure 2. Overlay Visualization

Source: Data Analysis Result, 2025

Figure 2 illustrates the temporal evolution of research themes in regenerative entrepreneurship by mapping keywords according to their average year of publication. Older themes, shown in darker blue tones, are concentrated around entrepreneurship, economics, organization, organization and management, and government. This pattern indicates that early research in this field was strongly grounded in classical entrepreneurship and organizational studies, emphasizing economic logic, institutional arrangements, and governance perspectives. Regenerative entrepreneurship initially emerged as an extension of mainstream entrepreneurship discourse rather than as an independent or distinct paradigm. Themes displayed in green tones represent the transitional phase of the literature, where sustainability-oriented concepts such as sustainable development, innovation, corporate

strategy, and entrepreneur began to gain prominence. This phase reflects a gradual conceptual shift from traditional growth- and efficiency-based entrepreneurship toward sustainability-driven entrepreneurial models. During this period, scholars increasingly explored how innovation, strategy, and entrepreneurship could contribute to broader sustainability goals, laying the intellectual groundwork for regenerative thinking. The most recent themes, highlighted in yellow, signal the emergence of regenerative and transformative perspectives. Keywords such as regenerative tourism, sustainability, circular economy, business models, cultural heritage, and students indicate a growing interest in practice-oriented, place-based, and systemic approaches to regeneration. This suggests that current research is moving beyond impact mitigation toward active socio-ecological regeneration, with particular attention to

business model innovation, education, and sector-specific applications such as tourism.

3.3 Citation Analysis

Citation analysis is conducted to identify the most influential articles shaping the development of regenerative entrepreneurship research. By examining citation counts, this analysis highlights seminal works that have provided theoretical foundations, introduced key concepts, or significantly

advanced scholarly debate. The most cited articles serve as intellectual anchors for the field, reflecting both interdisciplinary influences and the growing integration of entrepreneurship, sustainability, and regenerative thinking. Table 2 presents the most cited publications, offering a basis for understanding the dominant knowledge sources and paradigms informing current research.

Table 2. Most Cited Article

Citations	Author and Year	Title
116	[12]	Failure is an option: Institutional change, entrepreneurial risk, and new firm growth
71	[13]	Eco-innovations characterized: A taxonomic classification of relationships between humans and nature
69	[14]	Managing the Paradoxes of Place to Foster Regeneration
69	[15]	Entrepreneurial Risk Taking in Family Firms: The Wellspring of the Regenerative Capability
67	[9]	Institutional entrepreneurship, power, and knowledge in innovation systems: Institutionalization of regenerative medicine in Tampere, Finland
54	[16]	Regenerative Organizations: Introduction to the Special Issue
45	[17]	On transformation and adaptation: Building the entrepreneurial corporation
44	[18]	Regenerative tourism in Aotearoa New Zealand – A new paradigm for the VUCA world
35	[19]	Recognising the regenerative impacts of Canadian women tourism social entrepreneurs through a feminist ethic of care lens
32	[20]	In Transition Toward the Ecocentric Entrepreneurship Nexus: How Nature Helps Entrepreneurs Make Ventures More Regenerative Over Time

Source: Scopus, 2025

3.4 Density Visualization

Density visualization is applied to assess the intensity and maturity of research themes within the regenerative entrepreneurship literature. Areas with higher density indicate well-established topics that have attracted substantial scholarly attention, while lower-density

regions suggest underexplored or emerging areas. This visualization helps to distinguish between consolidated knowledge domains and potential research gaps, thereby supporting the identification of opportunities for future investigation and theoretical expansion within regenerative entrepreneurship.

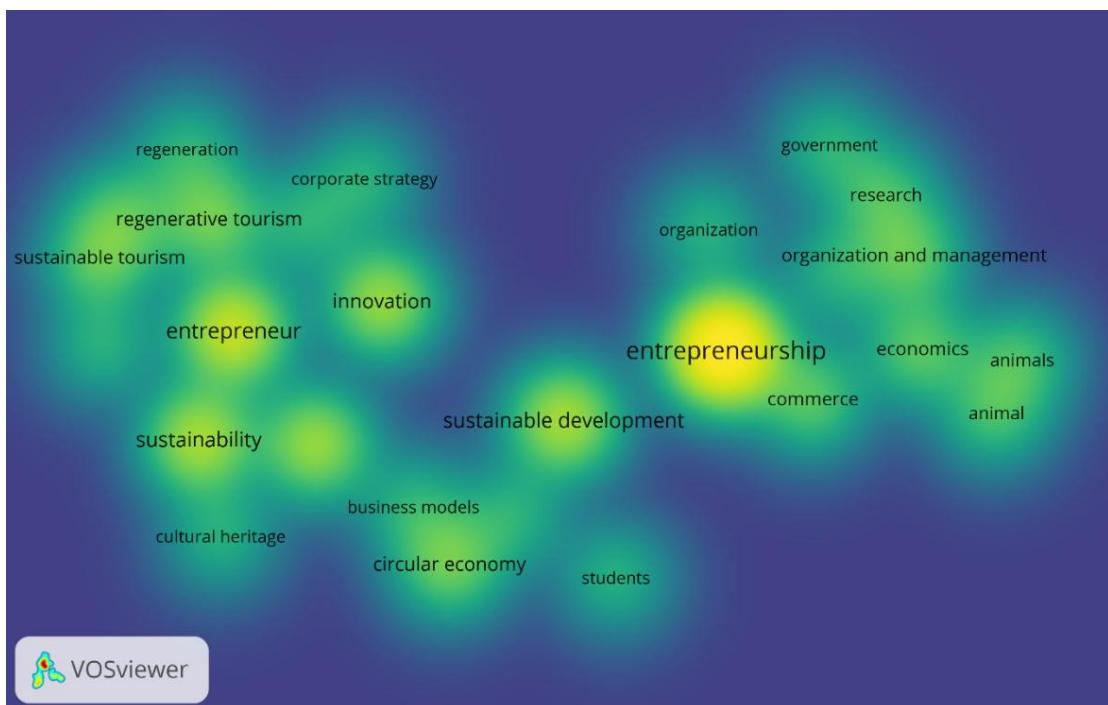


Figure 3. Density Visualization

Source: Data Analysis Result, 2025

Figure 3 highlights the concentration and maturity of research themes within the regenerative entrepreneurship literature. Areas with higher density, shown in yellow and bright green, indicate topics that have received sustained scholarly attention. The most prominent hotspot is entrepreneurship, confirming its role as the intellectual core of the field. Closely connected themes such as economics, commerce, organization, and organization and management further demonstrate that regenerative entrepreneurship research remains strongly anchored in traditional entrepreneurship and organizational studies, where economic and institutional perspectives dominate the knowledge base. At the same time, medium-density clusters surrounding sustainability, innovation, sustainable development, regenerative tourism, and circular economy reveal a growing consolidation of regenerative and sustainability-oriented themes. These

areas suggest that the field is transitioning from exploratory discussions toward more structured and recurring research agendas. In contrast, lower-density areas such as cultural heritage, students, and sector-specific terms indicate emerging or underexplored niches, offering opportunities for future research.

3.5 Co-Authorship Network

Co-authorship analysis is utilized to examine collaboration patterns among authors, institutions, and countries contributing to regenerative entrepreneurship research. This analysis reveals the structure of scholarly networks, key contributors, and the extent of international collaboration. Understanding co-authorship dynamics provides insights into how knowledge is produced and disseminated across academic communities, as well as the geographical concentration and global diffusion of regenerative entrepreneurship research.

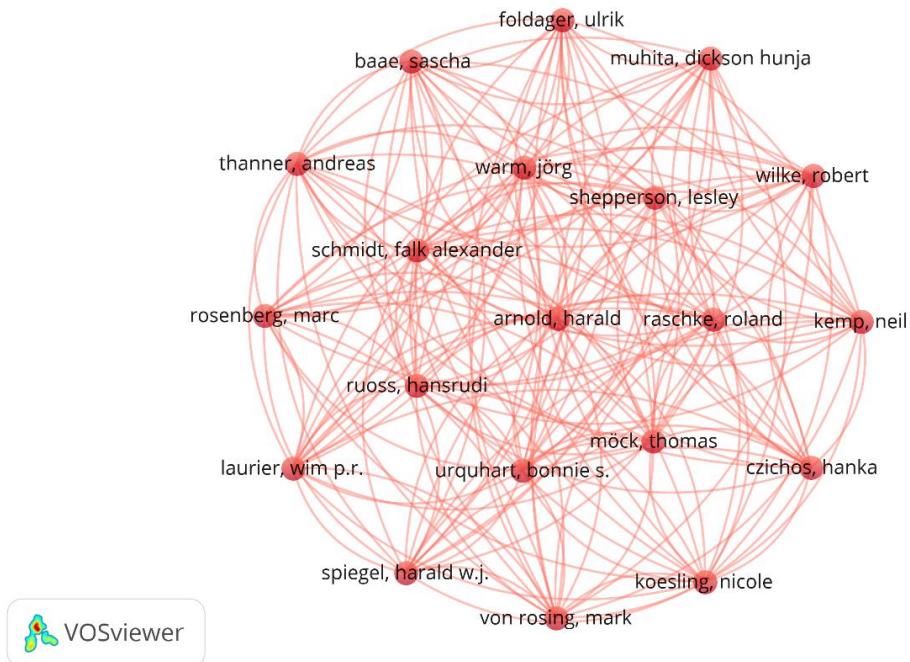


Figure 4. Author Visualization
Source: Data Analysis Result, 2025

Figure 4 demonstrates a highly interconnected and cohesive scholarly community within the regenerative entrepreneurship-related literature. The dense web of links among authors such as Foldager, Warm, Shepperson, Arnold, Raschke, and Wilke indicates strong patterns of collaboration, suggesting that

knowledge production in this field is driven by recurrent co-authorship and established research partnerships rather than isolated contributions. The absence of clearly separated sub-clusters implies a relatively integrated research network, where ideas and methodologies circulate efficiently across scholars.



Figure 5. Affiliation Visualization
Source: Data Analysis Result, 2025

Figure 5 illustrates a limited but clearly structured pattern of institutional

collaboration within the regenerative entrepreneurship literature. A small

number of institutions act as central nodes, with North Carolina University positioned as a key intermediary connecting research activities across different organizational entities. The strong linkage between academic institutions and specialized departments, such as those related to recreation and applied research, suggests that knowledge production in this field is

concentrated within specific disciplinary and institutional settings. The relatively linear structure of the network indicates that institutional collaboration remains narrow and selective, highlighting opportunities for broader cross-institutional and international partnerships to further diversify and expand regenerative entrepreneurship research.

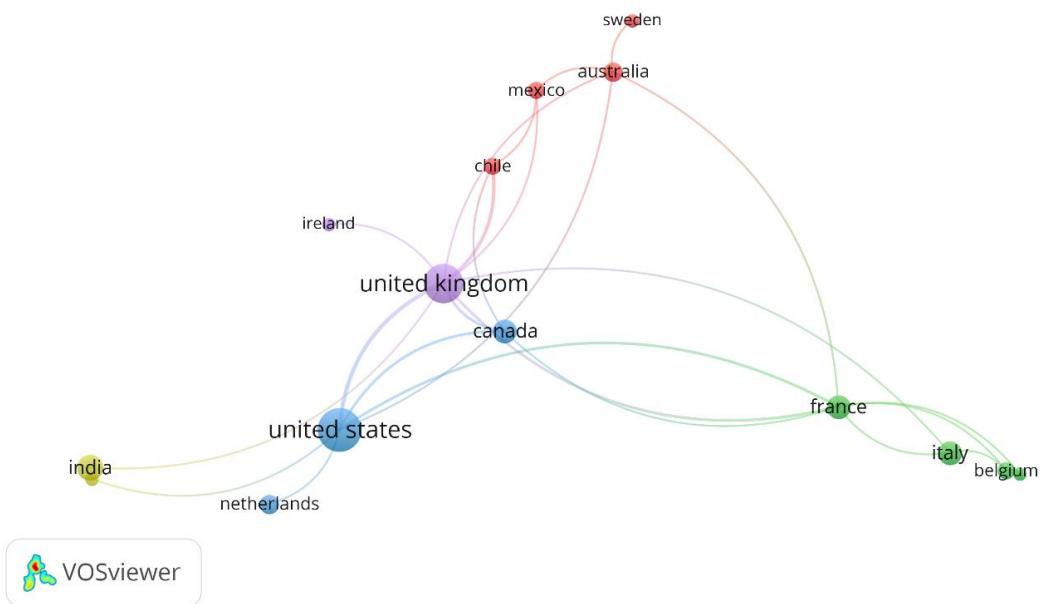


Figure 6. Country Visualization
Source: Data Analysis Result, 2025

Figure 6 reveals a geographically concentrated yet interconnected research landscape in regenerative entrepreneurship. The United Kingdom and the United States emerge as central hubs, indicating their dominant roles in knowledge production and international collaboration. These countries maintain strong links with other regions, particularly Canada, France, and Australia, which act as secondary connectors within the network. European countries such as Italy, Belgium, Sweden, and Ireland form closely linked sub-networks, suggesting regional collaboration patterns, while connections with Mexico, Chile, and

India indicate emerging participation from the Global South.

3.6 Discussion

a. Practical Implications

The findings of this bibliometric study provide several important practical implications for policymakers, entrepreneurs, educators, and practitioners engaged in regenerative entrepreneurship. First, the strong centrality of entrepreneurship and organizational themes suggests that regenerative practices are most effectively advanced when embedded within existing

entrepreneurial and institutional frameworks rather than treated as standalone initiatives. Policymakers can leverage this insight by designing regulatory incentives, innovation policies, and support programs that integrate regenerative principles into mainstream entrepreneurship ecosystems, particularly in sectors such as tourism, circular economy, and sustainable business models.

Second, the emergence of regenerative tourism, circular economy, and business model innovation as recent and growing themes highlights actionable pathways for practitioners. Entrepreneurs and firms can move beyond sustainability compliance toward regeneration-oriented value creation, focusing on restoring ecosystems, strengthening local communities, and fostering long-term socio-ecological resilience. Additionally, the limited but concentrated collaboration patterns across institutions and countries indicate opportunities for practitioners and academic institutions to expand cross-sectoral and international partnerships, especially involving underrepresented regions, to accelerate knowledge diffusion and practical experimentation.

b. Theoretical Contribution

This study contributes theoretically by offering a systematic mapping of the intellectual structure and evolution of regenerative entrepreneurship research. By integrating network, overlay, density, citation, and

collaboration analyses, the study demonstrates that regenerative entrepreneurship represents not a fragmented niche but a conceptual evolution of entrepreneurship theory, progressing from economic and institutional foundations toward sustainability and, more recently, regenerative paradigms. This clarifies the theoretical positioning of regenerative entrepreneurship as a systems-oriented extension of sustainable entrepreneurship, emphasizing restoration, renewal, and long-term value creation rather than impact minimization alone. The identification of distinct yet interconnected thematic clusters provides a conceptual framework for future theory-building. This framework supports the integration of institutional theory, systems theory, and sustainability transitions into entrepreneurship research, thereby enriching the theoretical discourse and opening avenues for interdisciplinary scholarship.

c. Limitations and Future Research Directions

Despite its contributions, this study has several limitations that should be acknowledged. First, the analysis relies solely on Scopus-indexed publications, which may exclude relevant studies published in non-indexed journals, regional outlets, or practitioner-oriented sources. Second, the bibliometric approach captures structural and relational patterns in the literature but does not assess the substantive quality or empirical rigor of individual studies. Third, the use of author

keywords may overlook nuanced concepts embedded within full texts, potentially underrepresenting emerging or interdisciplinary themes. Future research could address these limitations by incorporating multiple databases, combining bibliometric analysis with systematic literature reviews or qualitative content analysis, and examining empirical applications of regenerative entrepreneurship across diverse geographic and socio-economic contexts. Expanding research to include the Global South, small-scale enterprises, and indigenous or community-based regenerative practices would further strengthen the field and enhance its global relevance.

4. CONCLUSIONS

This study provides a comprehensive bibliometric mapping of the knowledge

structure and evolutionary trends in regenerative entrepreneurship research. The findings reveal that the field has developed through a clear progression, beginning with foundations in classical entrepreneurship, economics, and organizational studies, advancing toward sustainability-oriented frameworks, and more recently embracing regenerative perspectives that emphasize systemic renewal, restoration, and long-term socio-ecological value creation. The network, overlay, and density analyses demonstrate that regenerative entrepreneurship is not an isolated research stream but a conceptually integrated and increasingly mature domain, while citation and collaboration analyses highlight both the consolidation of influential scholarship and the current concentration of research within specific institutions and countries. This study clarifies the intellectual landscape of regenerative entrepreneurship, identifies emerging themes and research gaps, and provides a structured foundation for future theoretical development and practical application in advancing regenerative economic systems.

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