



Rural entrepreneurship and its future relevance: A bibliometric Analyses

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Abstract

Entrepreneurship is the process where the person works dedicatedly to full fill the ultimate goal which is not only to provide a range of products or services to society but to contribute to the GDP of the nation as well. Nowadays, entrepreneurship is not limited to the city but as well as spreading innovation to the rural areas of the country. Rural entrepreneurship is diversified and scattered across rural areas in various fields such as agriculture, energy, manufacturing, etc. Therefore, the literature of this paper represents the related aspects of rural entrepreneurship. The main aim of the study is to analyze and represent the bibliometric representations in the area of rural entrepreneurship. In this regard, 2041 articles were found in the Scopus database to analyze and obtain information related to the contribution of various researchers through bibliographic coupling, citation analyses, thematic analyses, and countries' mapping methods in the area of rural entrepreneurship. Through VOS viewer software, we have analyzed the various articles contributed by the various researchers in the said field.

Keywords: rural entrepreneurship, rural entrepreneur, Innovation, diversified businesses

Introduction

Nowadays, innovation is an essential part of the development of entrepreneurship in the countries. Entrepreneurship leads to innovative ideas, contributing to economic growth and generation of the employment opportunities for the nation (Karimi *et al.*, 2017) ^[19]. Therefore, the governments emphasize encouraging the entrepreneurship for sustainable growth which creates the employment opportunities and economic growth (Kautonen *et al.*, 2017) ^[20]. Although, other researchers also indicate that rural entrepreneurship is closely related to the economic growth of the nation (Carmenado *et al.*, 2016) ^[21].

The significance of rural entrepreneurship lies in that the majority of the population lives in rural areas and largely depends on the rural area's development or progress. Rural industries have a significant role to uplift the standard of living in rural areas and changing their mindset from traditional to innovative ideas. Rural entrepreneurship is significantly encouraging the village youth towards an entrepreneurial mindset and the development of entrepreneurial skills (Kushalakshi & Ragurama., 2014).

As Mahatma Gandhi said, "India lives in its villages". Therefore, rural entrepreneurs should identify opportunities and convert them into reality with the help of unique ideas. As Rural entrepreneurs have a pivotal role in the economic development of the nation and the creation of employment in their rural localities. (Kalantaridis and Bika, 2006b) ^[23] also emphasized that rural entrepreneurship is a value-added element in rural society. This can be defined that a small population residing in openly large spaces called rural areas relatively equally important to the urban areas. However, the rural sector has emerging opportunities, and improved quality of rural products which is the efficiency of rural entrepreneurship (Stathopoulou *et al.*, 2004).

The overall efficiency of rural entrepreneurship lies in different facets such as demographic distribution and socio-economic culture of rural areas. These are the elements that are opposite to the urban area and could be an obstacle to the production of rural products. (Copus., *et al.*, 2008); (Terluin., 2003) ^[24, 25]. The successful implementation of rural products lies in the risk-taking ability of rural entrepreneurs that covert the necessary efforts such as identifying the right opportunity, appropriate human capital, and financial resources to complete the rural projects (Saxena., 2012) ^[26]. Rural entrepreneurs emphasize the development of rural areas as well as collaborate with new venture opportunities for reducing the burden of risk involved in their other products and services. In this regard, authorities have to pay attention to the rural areas for sustainable assessment and provide the technical knowledge, financial capital, and human capital for the creation of cooperative entrepreneurship in the rural areas (Soleymani *et al.*, 2021) ^[15]. Especially the educational and Govt. institutions public and private can also encourage the development of rural entrepreneurs by providing them with technical education and financial support (Helali *et al.*, n.d.). Govt. programs for rural entrepreneurship is a major role in the development of rural entrepreneurs and also increase employment opportunities with the impact on economic wealth for the nation (Lakhotia, 2021) ^[9].

In the above context, this study aims to analyze and represent the bibliometric analyses in the area of rural area entrepreneurship. In this regard, 2041 articles were found in the Scopus database to analyze and obtain the information related to the contribution of various researchers through bibliographic coupling, citation analyses, thematic analyses, and countries mapping methods in the area of rural entrepreneurship.

1. Bibliographic Analysis using VOS viewer Software (Version 1.6.17)

This section highlighted the bibliometric relevance of the foremost studies in the area of entrepreneurship in the rural context. Bibliometric analysis is the statistical analysis that uses the information from published articles databases like Scopus and Web of Science. Therefore, this study has used the Scopus database in the area of entrepreneurship in the rural context. There are numerous authors, institutions, and countries have contributed their productive work with the most cited papers and articles in the research arena (Francisco., *et al*, 2018). This section presents the bibliometric analysis through the most citation by authors and countries, the bibliographic coupling of authors and countries. Therefore, the data of citation has been

downloaded from 2005 to 2021 for bibliometric analysis. This study used the Vosviewer software to conduct the bibliometric analysis with the Scopus database. The quantitative methods are adopted for the bibliometric research and related to the context of library and information sciences which analyze the bibliographic sources for further processes (Broadus., 1987; Pritchard., 1969) [16, 17].

2. Bibliometric analysis of citation and authors

There are 10 most authors mentioned in the below (Table 1). Among the table, Mair J. is one of most cited authors with most citations (2004) as per the Scopus data. Further other two authors, Anderson A.R. (718) and another is Westley F. R (529) got the respective citations.

Table 1: Most productive citations of authors

Author	Documents	Citations	Total Link Strength
Mair J.	5	2004	41
Anderson A.R.	9	718	15
Westley F.R.	3	529	5
Olsson P.	5	443	5
Welter F.	3	419	1
Jack S.	4	308	10
Desa G.	3	276	6
Perrini F.	3	252	4
Guerrero M.	3	217	0
Mcmullen J.S.	3	214	3

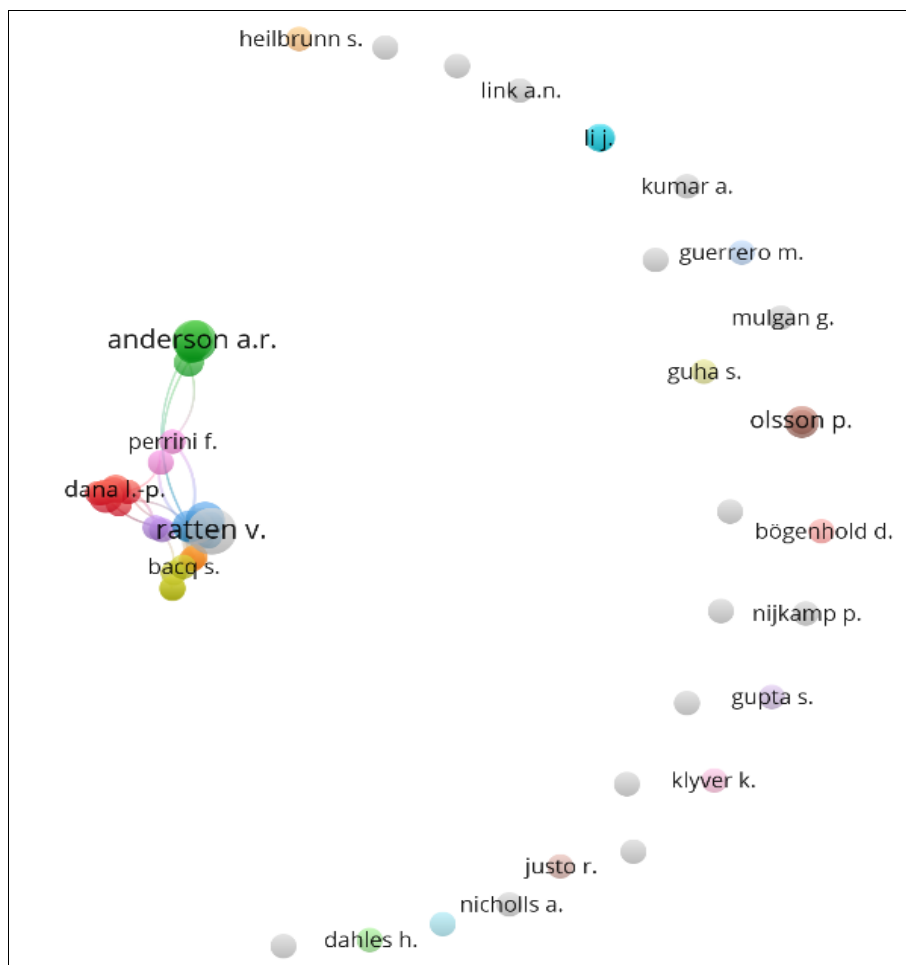


Fig1: Map indicates the citation of authors

3. Bibliometric analysis of bibliographic coupling and sources

There are 10 most productive journals mentioned in the below (Table 2). Among the table, Entrepreneurship and Regional Development is one of prominent journal and most

cited journal (921) with most influential total link strength (28) in the field of entrepreneurship as per the Scopus data. Further other two journals, Journal of Business Ethics (689) with total link strength (55) and another is Journal of Management (689) with total link strength (55).

Table 2: Most productive Journals in bibliographic coupling of sources

Source (Journals)	Documents	Citations	Total Link Strength
Entrepreneurship And Regional Development	25	921	68
Journal Of Business Ethics	12	689	55
Journal Of Management	4	663	33
International Journal Of Entrepreneurial Behaviour And Research	30	610	32
Sustainability (Switzerland)	47	416	32
Journal Of Social Entrepreneurship	16	171	29
Organization Studies	6	731	28
Journal Of Business Venturing	9	553	26
Entrepreneurship: Theory And Practice	6	638	25
Business Horizons	4	189	16

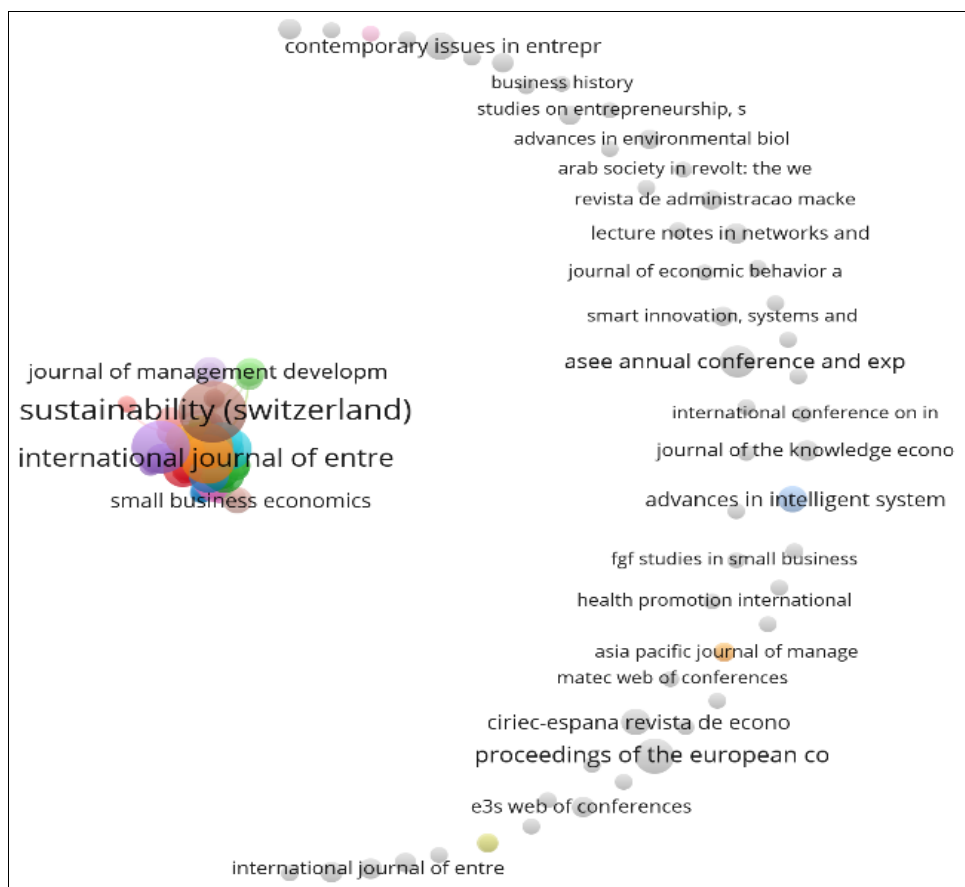


Fig 2: Sources map of journals which indicates the strong association of bibliographic coupling of sources

4. Bibliometric analysis: bibliographic coupling and authors

The bibliographic coupling of authors shows the two works of reference a common other third work in their bibliographies, the most published documents show the

relevance in this regard. Ratten V. (11) has maximum published documents and other three authors Anderson A.R (9), Smith R. (7) and Simon-Moya V. (7) also published the quality work in this area, mentioned in the below (Table 3).

Table 3: Table of bibliographic coupling of authors

Author	Documents	Citations	Total Link Strength
Ratten V.	11	210	941
Anderson A.R.	9	718	3302
Smith R.	7	70	923
Simón-Moya V.	7	21	1985
Mair J.	5	2004	2058

Olsson P.	5	443	1077
Berglund K.	5	104	1895
Jack S.	4	308	1660
Fayolle A.	4	192	1143
Li J.	4	42	62
Dana L.-P.	4	22	812
Westley F.R.	3	529	886
Welter F.	3	419	695
Desa G.	3	276	2100

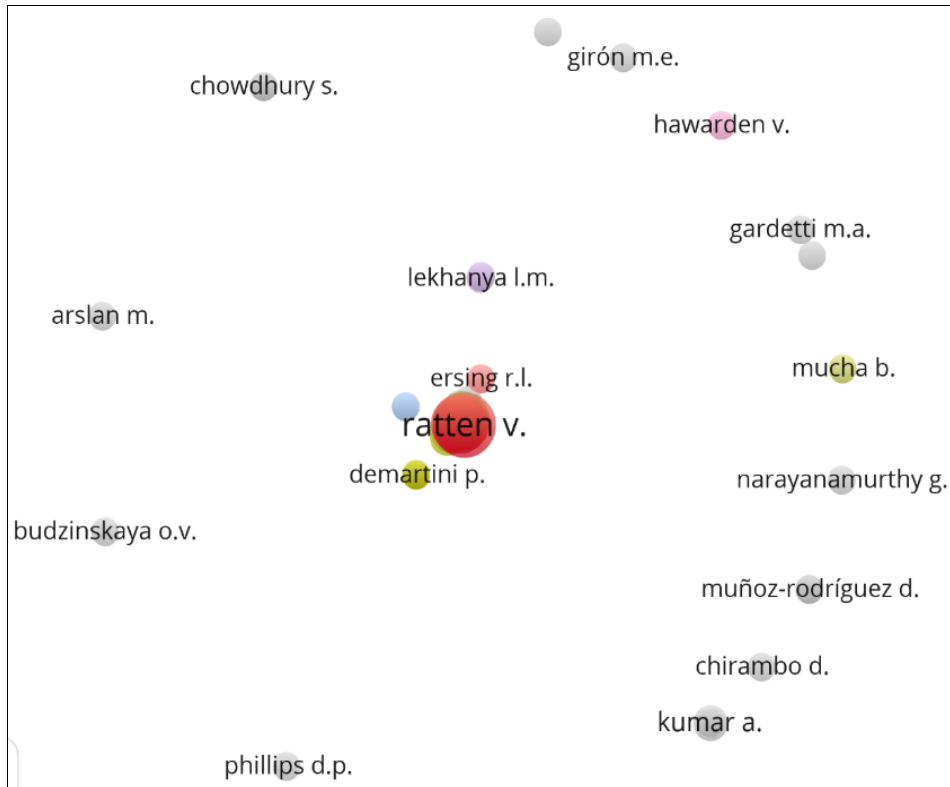


Fig 3: Bibliographic coupling of authors map shows common work references in their bibliographies

5. Bibliometric analysis: bibliographic coupling and countries

Further discussion about the country level, table 4 shows the analysis of bibliographic coupling of countries in relation to publication. The United States has shown the most total link

strength (108055) and emerge as an influential leading country and productive work in the field of entrepreneurship in rural context. However other countries such as UK (81870), Spain (37176), Australia (36975), Germany (35828) also has the significant position in the journals.

Table 4: Table of bibliographic coupling of countries

Country	Documents	Citations	Total Link Strength
United States	423	10008	108055
United Kingdom	246	6530	81870
Spain	119	2724	37176
Australia	99	2174	36975
Germany	92	1410	35828
Canada	82	2907	35667
Sweden	69	2096	30142
France	56	1158	27714
Italy	72	1033	25685
Netherlands	76	1152	24356
China	75	549	18799
Denmark	37	477	16263
India	67	419	13657
New Zealand	26	321	13356
Switzerland	25	465	13340

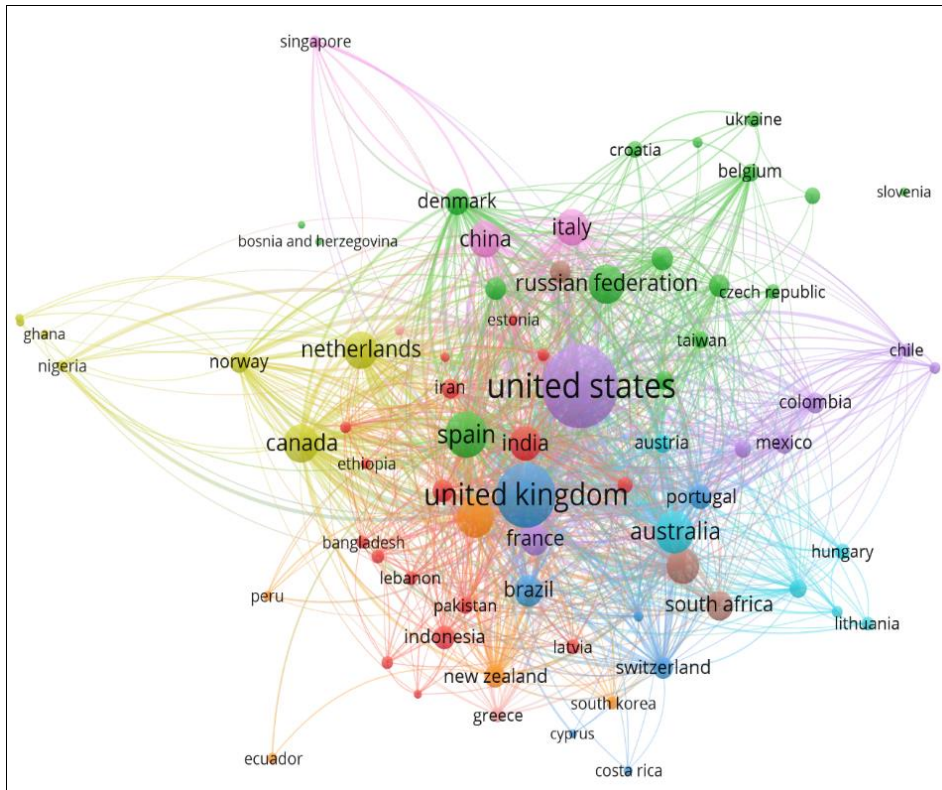


Fig 4: Bibliographic coupling of countries shows the contribution of their work

Conclusion & Discussion

The bibliometric analysis demonstrated the bibliometric criteria of the related study in the area of entrepreneurship in the rural context. This study's bibliometric analysis represents the most cited articles, total citations, and the most persuasive research by authors from various countries. The bibliometric analysis software i.e., Vosviewer outcome indicates that Mair. J, has more influential work amongst the other authors in the entrepreneurship in rural context represents through the author's citation map. Further, using the bibliographic coupling method of sources, authors, and countries, results indicate that Entrepreneurship and Regional Development Journal has contributed more in the respective field of the study, bibliographic coupling of authors shows that author Ratten V. has the most influential published work and cited in the different work of bibliographies of authors and further results of bibliographic coupling of countries show that the United States is the most significant country with several productive studies of authors has associated with the United States. However, other countries also achieved a significant position in table 4. The results show that significant studies have been carried out by different authors from different countries in the field of entrepreneurship in the rural aspect.

In the above context, the following prominent authors who worked in the field of rural entrepreneurship have discussed their view of rural entrepreneurship:

Ratten V. emphasized in their study about entrepreneurship contextual activity is influenced by different aspects such as cultural, social, and lifestyle. These are the interlinkages aspects for the incorporation of societal changes towards the society. The author aims to discuss the holistic importance of the societal changes in entrepreneurship that provides social transformation of the entrepreneurs. The socially motivated entrepreneurs effectively assessed the emerging

issues of the society and react wisely as per the requirement of social transformation.

Anderson A.R. discussed the societal aspect of the entrepreneurship and crucial role of the existing resources available to fulfil the societal needs of society. Social entrepreneurship has crucial aspects to analyze as per the situational or unusual cases in this regard. Social enterprises or businesses are working on social transformation for uplifting societal development. In this regard, entrepreneurs are motivated or influenced by social problems and have the social purpose to react sensibly to handle the unprecedented needs of society.

Smit R. discussed the dynamism of entrepreneurial activity toward society. The author emphasized that entrepreneurship is a societal activity that is influenced by social-cultural factors. The study examined the influence of sociocultural factors on entrepreneurial activity in the urban villages of the country. The crucial aspect of entrepreneurial activity has social dimensions to solve society's problems and achieve the transformation of the existing resources into meaningful and financially viable ones for society. In this regard, the entrepreneurial process has also developed social networks to build up a viable and financially strong society with a crucial entrepreneurial identity in the world.

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