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Exploring Strategic Entrepreneurship Research: A Comprehensive Decadal Bibliometric Analysis

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ABSTRACT

Strategic entrepreneurship indeed plays a crucial role in contemporary business environments. It integrates entrepreneurial actions with strategic management practices to navigate complexities and achieve long-term goals effectively. With an emphasis on trend analysis, collaborative mapping, and future objectives for the subject, bibliometric analysis of strategic entrepreneurship research is attempted to be done comprehensively in this work. The research aims to offer insights into strategic entrepreneurship literature's development and current status by utilizing data from the Scopus database spanning a decade of 2014-2024 with the 694 documents. The methodology involves collecting and analyzing data from Scopus using tools like Bibliometrix for data extraction and R-Studio for statistical analysis. VOSviewer is employed for visualizing co-authorship networks, keyword co-occurrences, and bibliographic couplings. The study filters publications using specific criteria related to strategic entrepreneurship, ensuring a focused dataset for analysis. Key metrics such as publication growth rates, international collaboration percentages, citation trends, and keyword frequencies are quantitatively analyzed to uncover patterns and relationships within the literature. By utilizing advanced bibliometric techniques, it provides a detailed visualization of the research landscape, highlighting emerging trends and identifying gaps for future exploration. The emphasis on international collaboration and the identification of influential authors, journals, and institutions offer novel perspectives on the dynamics of strategic entrepreneurship research.

Keywords: Bibliometric Analysis, Decadal Analysis, Entrepreneurship, Strategic Entrepreneurship, Strategic Management
JFL Classifications: L66, M13, L26

1. INTRODUCTION

To achieve superior business performance, strategic entrepreneurship combines entrepreneurial and strategic activity. It entails using strategic management techniques to make sure these possibilities support the overall objectives and competitive position of the company while utilizing entrepreneurial talents to spot and seize new opportunities (Lumpkin and Dess, 1996). Entrepreneurship mainly focuses on creating the new ventures but the Strategic Entrepreneurship encompasses a broader spectrum of activities including the innovation management, strategic decision making and resource allocation within both new and established businesses (Wright and Hitt, 2017). By combining resource leveraging, market sensing, and strategic positioning techniques, opportunities are systematically identified and exploited through the process of strategic entrepreneurship (Teece et al., 2009). In order to navigate competitive environments and foster organizational growth, strategic entrepreneurship combines entrepreneurial endeavors with strategic management concepts (Hitt et al., 2001). This method stresses the proactive pursuit of opportunities while tackling difficulties in dynamic contexts by combining entrepreneurial actions and strategic thinking (Hitt et al., 2017). It emphasizes the significance of recognizing and using important, uncommon, and difficult-to-imitate resources to obtain a competitive edge (Peteraf, 1993) (Wernerfelt, 1984). It does this by drawing on theoretical frameworks such as the

resource-based view (Barney, 1991) (Wernerfelt, 1984), dynamic capabilities perspective (Teece et al., 2009), and social cognitive theory (Bandura, 1986). It also acknowledges the significance of dynamic capabilities in identifying market opportunities, adjusting to modifications, and revitalizing organizational capacities (Eisenhardt and Martin, 2000) (Zahra and George, 2002). When strategic vision is combined with entrepreneurial activity, businesses can promote innovation, stability, and long-term growth (Ireland et al., 2008) (Zahra and George, 2002). The integration of entrepreneurial activity by enterprises into larger institutional contexts, which impacts their strategic choices and actions, is also explained by institutional theory (Dimaggio and Powell, 1983) (Bjornskov and Foss, 2013).

Creating value for customers and making money for external stakeholders are the two pillars of strategic entrepreneurship (Michael, 2011), and digital changes are important tactics for businesses (Jafari-Sadeghi et al., 2023). In competitive situations, it balances risks and uncertainties to enable the creation and exploitation of opportunities (Lavie et al., 2010). Promoting all-encompassing business operations has a substantial impact on entrepreneurs and startups in the context of sustainable entrepreneurship (Fichter and Tiemann, 2020). The entrepreneurial mindset, culture, and leadership required to recognize or create opportunities are all included in strategic entrepreneurship (Rita Gunther and MacMillan, 2001). It offers a theoretical framework that reconciles two seemingly incompatible strategic management claims (Burgelman, 1983). Maintaining a balance between exploration and exploitation operations, strategic entrepreneurial awareness, and continuous innovation all contribute to greater organizational performance. (Webb et al., 2010) (Ireland and Webb, 2009) (Sriboonlue, 2019).

Businesses can simultaneously take use of their current competitive advantages and look for potential for future advancement through strategic entrepreneurship (Duane Ireland and Webb, 2007). Entrepreneurs stimulate economic progress by driving innovation in the face of competition, according to Joseph Schumpeter (Tülüce and Yurtkur, 2015). In order to improve business operations, strategic entrepreneurship also includes entrepreneurial endeavors, partnerships, strategic networks, innovation, and creativity (Sorenson and Stuart, 2007) (David et al., 2007). An entrepreneurial strategy requires a significant shift in an organization's decision-making processes, taking into account knowledge investments made by current enterprises (Murray, 1984) (Rajshree Agarwal, 2010). In strategic entrepreneurship, the input-process-output model facilitates the identification of results and business performance (Awang et al., 2015). As businesses must adjust to technology-based systems, it is also critical to cultivate in entrepreneurs and startups a new perspective regarding strategic entrepreneurship and changing strategic behavior to improve innovation (Hitt et al., 2003) (Hughes et al., 2021). By incorporating strategic entrepreneurship into higher education, academic entrepreneurs can encourage student participation in entrepreneurship and help them concentrate on innovation for upcoming company endeavors (Patzelt and Shepherd, 2014) (Mazzei, 2018). Mazzei contends that applying information spillover theory to entrepreneurial views and using the "theoretical toolbox approach" can help us comprehend strategic entrepreneurship (Mazzei et al., 2017) (Tavassoli et al., 2017).

The main source of information for bibliometric analysis implementation is the articles found in the largest databases. A comprehensive quantitative research can be carried out including everything from the foundations of the publications to the important themes, from the writers to the journals' establishments, and from the duration to taking the regional distribution into consideration (Yu et al., 2022). With the use of bibliometrics, academic topics that are in demand, research trends, and historical reviews can all be presented in an efficient manner. When applied to our work, it is intended to assess theoretical and empirical successes, map the relationships between components, characterize the evolution of research, and forecast future trends through the use of bibliometric tools (Rey-Martí et al., 2016).

2. DATA AND METHODOLOGY

The study's data came from Scopus, a large online database renowned for its wide collection of scholarly information resources. Because it offers high-quality data, Scopus is a great resource for bibliometric research. The study used the VOSviewer program and the "Biblioshiny" output from the "Bibliometrix" R package to evaluate the data that was gathered. Scopus served as the primary source for acquiring bibliometric data (Lavanya and Rajkumar, 2024). Similar methodologies have been employed in other studies, yielding highly intensive results. To focus the research on strategic entrepreneurship; the data processing involved filtering the literature with specific criteria. The following retrieval formula was used: Themes = (strategic entrepreneurship); Timespan = (2014-2024); Database = Core Collection database; Title = (strategic entrepreneurship) OR Title = (Strategic Management) OR Title = (Entrepreneurship). 694 papers in all served as the primary data source as of June 1, 2024, for this study. To offer first insights and support the bibliometric study, the distinctive data of these documents—title, keywords, abstract, author, publication year, journal, publishing type, institution, reference, and source was extracted.

Bibliometrics typically employs mathematical or statistical methods for quantitative analysis of publication characteristics, a technique first introduced by Alan Pritchard in 1969. This approach helps highlight the main structural features of the literature. In processing and analyzing the dataset, R-Studio and VOSviewer were the primary visualization tools used. These tools facilitated the presentation of analysis results through intuitive drawings and tables. They made it possible to examine in a graphic way the theoretical frameworks, developing topics, rising trends, and cooperative relationships in the field of strategic entrepreneurship (Zhou et al., 2016).

3. RESULTS ANALYSIS

The analysis procedure will be developed from four major angles in this essay. To start, we will look at the primary features of publications in order to investigate the field of strategic

entrepreneurship research. Secondly, we will conduct data analysis and visual illustrations to investigate the domain, countries, and affiliations involved in strategic entrepreneurship. Thirdly, we will identify the conceptual structure of keywords within the strategic entrepreneurship area. Finally, bibliometric analysis which includes keyword co-occurrence and coupling networks will be used to identify the field's development trends, future directions, and essential contents.

Figure 1 displays a range of bibliometric analysis for a collection of scholarly articles published between 2014 and 2024. The dataset, which includes 694 documents from 288 sources, shows a 3.13% yearly growth rate. 111 of the 1,717 contributing writers have published papers as the sole author. With 26.95% of the papers having international co-authorship and an average of 2.69 co-authors per document, international collaboration is noteworthy. A total of 39,908 references are cited in the publications, and the writers have utilized 1,980 different keywords. The documents are 4.37 years old on average and have 18.49 citations on average per document. A clustering of data points close to the centre, representing phrases that regularly appear in a variety of publications and scholarly journals, would be a desired result, nonetheless. A distribution like this would indicate well-established themes in studies on strategic entrepreneurship. In contrast, a dispersed distribution, where study themes occur separately across various publication dates and sources, may indicate a lack of focus or consensus within the discipline. This figure clearly shows major information of the strategic entrepreneurship in small business research field.

3.1. Size and Growth of Publication on the Field

Figure 2 show the publication growth in the strategic entrepreneurship area from the year 2014-2024. The total number documents are 694 (n) it will be increased year by year. In 2014, the publication count was 36 articles, which gradually increased over the years. A significant rise occurred between 2016 and 2018, with the number of articles reaching 70 by 2018. This upward trend continued, peaking in 2023 with 97 articles.

However, 2024 saw a sharp decline, with the number of published articles dropping significantly, almost back to the levels seen in 2014 because the 2024 is incomplete only 5 months in that short period the publication is almost 49 articles is also the peak like the previous year. This data indicates a decade-long period of growth in scientific production, culminating in 2023. This demonstrates that Strategic Entrepreneurship research has consistently evolved recently and that scholars are still keeping a close eye on the areas of the field where research is most active. Because Strategic Entrepreneurship is a broad and interdisciplinary field, there are a ton of topics that are still undiscovered and understudied in this field. The historical tendency suggests that there will probably be an increase in publications in the subject of strategic entrepreneurship. High levels of research effort are anticipated to be sustained by the interest in innovation and entrepreneurship, especially when new technologies and market dynamics develop.

Table 1 Show the average number of citations per article (Mean TCperArt) fluctuates somewhat year to year. This is likely because it takes several years for articles to accumulate citations. Articles

Figure 1: Main information of scopus data about strategic entrepreneurship study

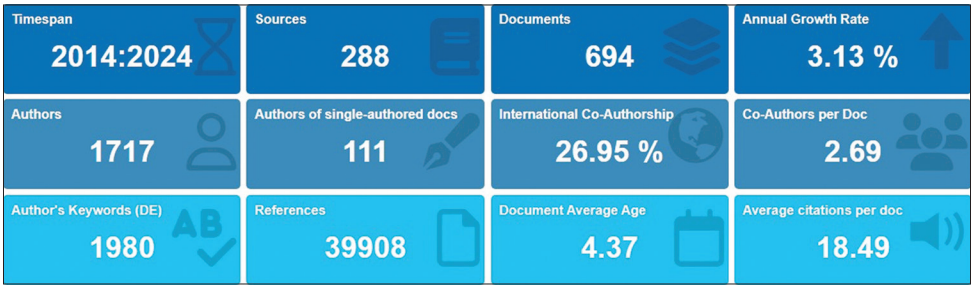


Figure 2: Year wise publication of strategic entrepreneurship research in Scopus database using R-studio

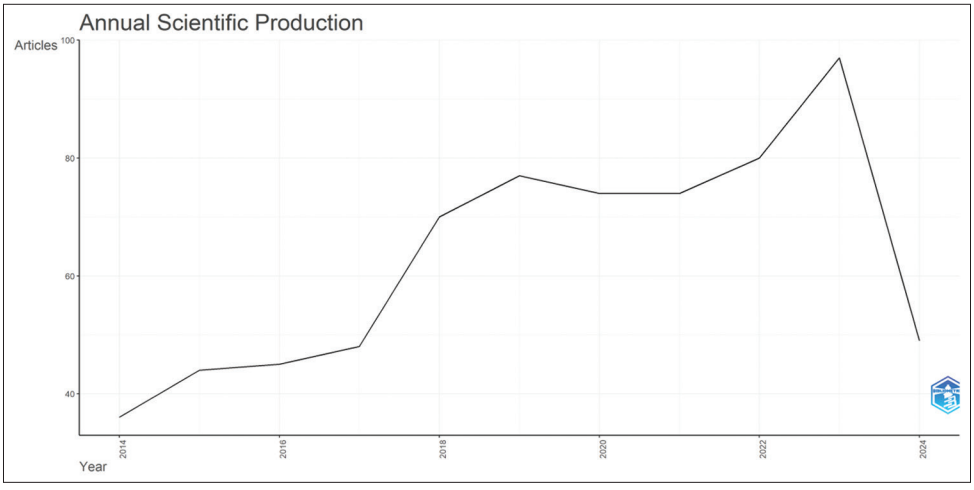


Figure 3: Represents three field plot analyses of cited references (CR), author (AU), descriptors (DE) in strategic entrepreneurship field

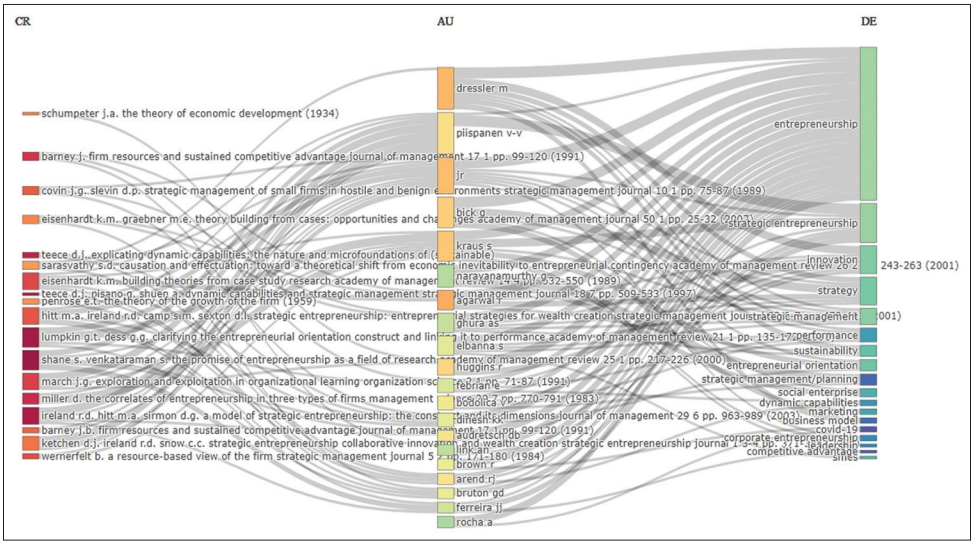


Table 1: Average citation per year in Scopus database using R-studio

Average Citations Per Year				
Year	MeanTCperArt	N	MeanTCperYear	CitableYears
2014	43.08	36	3.92	11
2015	27.55	44	2.76	10
2016	20.31	45	2.26	9
2017	37.79	48	4.72	8
2018	35.27	70	5.04	7
2019	20.43	77	3.40	6
2020	18.31	74	3.66	5
2021	12.19	74	3.05	4
2022	9.59	80	3.20	3
2023	2.40	97	1.20	2

published in more recent years (such as 2022 and 2023) have had less time to be cited and so may appear to have lower citation rates. In that table 2014 total citation per article (Mean TCperArt) is highest 43.08 with low number of articles 36 and total citation per year (Mean TCperYear) 3.92 but the citable years 11 because the mean total citation is higher. In 2018 total citation per year is highest 5.04 with citable years 7 but the total citation per article is less 35.27. Basically, it is consistent with the average annual citation number performance. As the overall number of citations increases, so does the average number of citations annually, indicating that the academic community still prioritizes Strategic Entrepreneurship research, as is widely known. Based on such assumption, it is obvious that earlier investigations are motivating more recent study efforts. New research findings, in turn, enhance and improve the pioneers' theories. To be specific, research in this area is still being developed.

3.2. Three-Field Plot

Figure 3 shows the biblioshiny and Scopus data were used to construct this three-field map, which offers an interesting look at the relationship among cited references (CR), authors (AU), and descriptors (DE) in the academic literature of study on strategic entrepreneurship. On the left, it lists significant works, such as Schumpeter J.A.'s "The Theory of Economic Development" (1934) and Barney J.'s "Firm Resources and Sustained Competitive Advantage" (1991). The middle section displays various authors who have cited these key references in their research, including prominent figures like Dressler M. and Piispanen V-V. The right side features descriptors that encapsulate the thematic content of the cited works and the authors' research, highlighting common themes like entrepreneurship, strategic entrepreneurship, innovation, and strategy. The connecting lines illustrate the citation relationships, indicating which authors cited specific references and the associated research themes.

3.3. Country Wise Publication and Citation

Figure 4, which is based on Scopus data, shows the locations of strategic entrepreneurship research from 2014 to 2024. Almost 74 countries have contributed to strategic entrepreneurship research worldwide. The United States has published the most articles throughout this period, most likely as a result of its robust research resources and culture of strategic entrepreneurship. The countries that follow the U.S., India, the UK, Germany, Italy, South Africa, Indonesia, Spain, Brazil, Canada, and other countries have studied strategic entrepreneurship in great detail. This indicates that strategic entrepreneurship is a popular topic among scholars worldwide, probably because it is becoming more significant in many economies. In contrast, Japan, Kenya, New Zealand, and Israel have fewer articles on strategic entrepreneurship. This could indicate that more research is needed to determine how strategic entrepreneurship fits into the unique contexts of these nations, or it could signify that the field of study on strategic entrepreneurship in these nations is still relatively new. A greater number of nations are probably going to contribute more research as the significance of strategic entrepreneurship keeps growing. Publications may increase in emerging economies in especially as they realize how important strategic entrepreneurship is for fostering innovation and economic success.

Figure 5 shows how many citations there are for various countries. The vertical axis identifies the countries, and the horizontal axis displays the total number of citations. With 3,679 citations, the USA leads by a wide margin, demonstrating its considerable productivity or influence in the topic under study. With 1,355 citations, the UK is the second most referenced country after the

USA. With 576 and 551 citations, respectively, Italy and Brazil are next, while Canada is last with 524 citations. The citation counts of China, France, Australia, and Spain are moderate, ranging from 450 to 303. India has the fewest citations out of all the listed nations, with just 70. The USA's dominant position in the academic or research scene is highlighted by this graphic, which also highlights the significant citation gap between the USA and other nations. More international cooperation may be required in future attempts to close the citation gap across nations. Collaborative research initiatives and alliances can augment the prominence and influence of studies conducted in nations with lower citation counts, like India, thereby fostering a more equitable global scholarly environment. More citations can be attained by promoting interdisciplinary research that combines strategic entrepreneurship with disciplines like sustainability, technology, and social sciences. This tactic can increase the research's citation potential by expanding its breadth and making it more appealing to a larger academic audience.

VOS viewer was used to visualize the correlations and linkages between 89 countries to comprehend the links between them better. These countries are connected, as the bibliographic coupling diagram shows in Figure 6. The minimum number of document publications in the bibliographic coupling analysis was set at five. The 45 countries that met this threshold were grouped into nine groups in the bibliographic coupling study, each of which was indicated by a different color. With the United States in its center, Cluster 1 (red) consists of 14 components. France is the central country among the five entries in Cluster 2 (green). Spain is at the center of Cluster 3 (blue), which consists of 5 elements. Sweden is the center of Cluster 4, which is represented by the yellow color. Australia is at the center of Cluster 5, which is violet and has four components. Three components make up Cluster 6 (sky blue), with the United Kingdom in its center. Three things make up Cluster 7 (orange), with Canada at its center. Finland is the central country among the three entries in Cluster 8 (brown). Three things make up Cluster 9 (pink), with Germany at its center. The bibliographic coupling strength is shown by the lines connecting nodes; thicker lines denote greater linkages and emphasize the close ties between countries that commonly collaborate. Each node's size indicates how frequently it has been cited; larger nodes correspond to more frequent citations. The countries are more likely to be cited together in the literature when the nodes are adjacent to one another, indicating a closer bibliographic tie.

Figure 4: Countries wise collaboration and research wealth towards strategic entrepreneurship studies

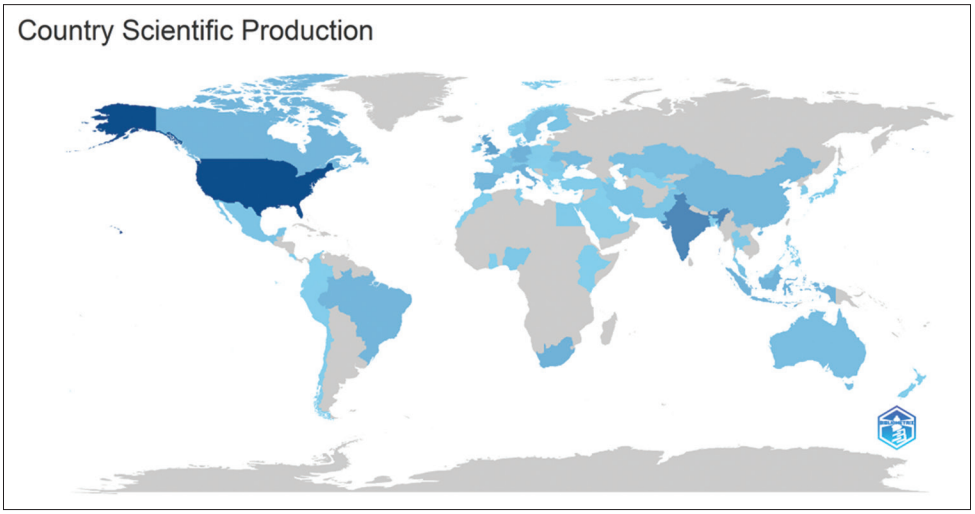
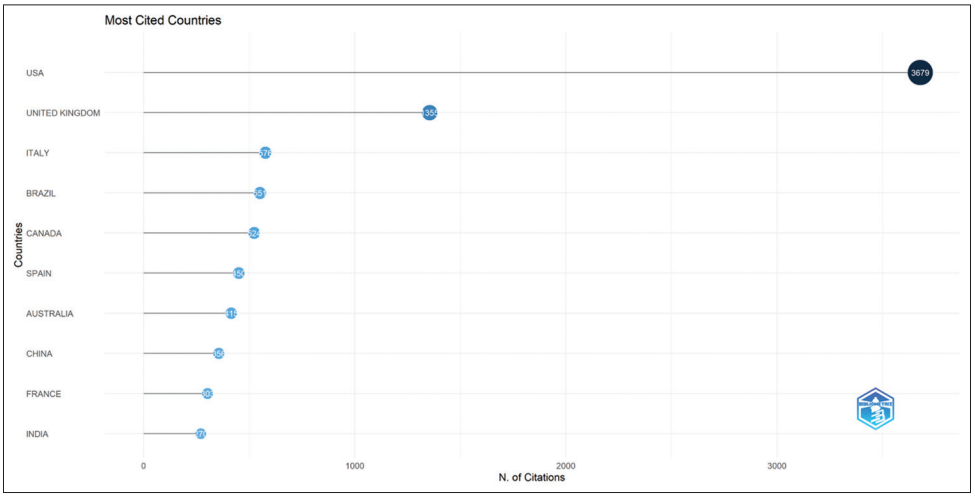


Figure 5: Most cited countries in strategic entrepreneurship research



The network's central location in prestigious nations including the US, UK, India, and France demonstrates their significance in the field of research.

3.4. Most Relevant Sources in the Domain

Figure 7 shows the quantity of papers that have been published in academic journals and other sources, emphasizing the contributions they have made to the field. "Emerald Emerging Markets Case Studies" is at the top of the list with 94 documents, indicating its significance in research sharing. With 25 and 17 papers, respectively, the "Strategic Entrepreneurship Journal" and the "Strategic Management Journal" lag behind, indicating their considerable scientific influence.

The "International Entrepreneurship and Management Journal" has 16 documents, the "Academy of Entrepreneurship Journal" has thirteen documents, and the "International Journal of Entrepreneurship and Small Business" has twelve. These are a few other noteworthy sources. In addition, "Small Business Economics" contributes 11 articles, "IEEE Transactions on Engineering Management" adds 10 papers, while ". The "International Journal of Entrepreneurial Venturing" and the "International Journal of Entrepreneurial Behaviour and Research" each include nine and eight documents, however. This distribution emphasizes the different publication activity levels and the relative importance of these sources, highlighting the importance of top journals in influencing the research environment in this field of study. We may anticipate a rise in the number and variety of journals publishing pertinent research as strategic entrepreneurship grows. It's possible that more venues for academics to present their work will be made available by new publications that are devoted to the latest developments in strategic entrepreneurship. Global recognition of strategic entrepreneurship research may lead to an increase in submissions and publishing to international journals.

Figure 6: Bibliographic coupling of countries

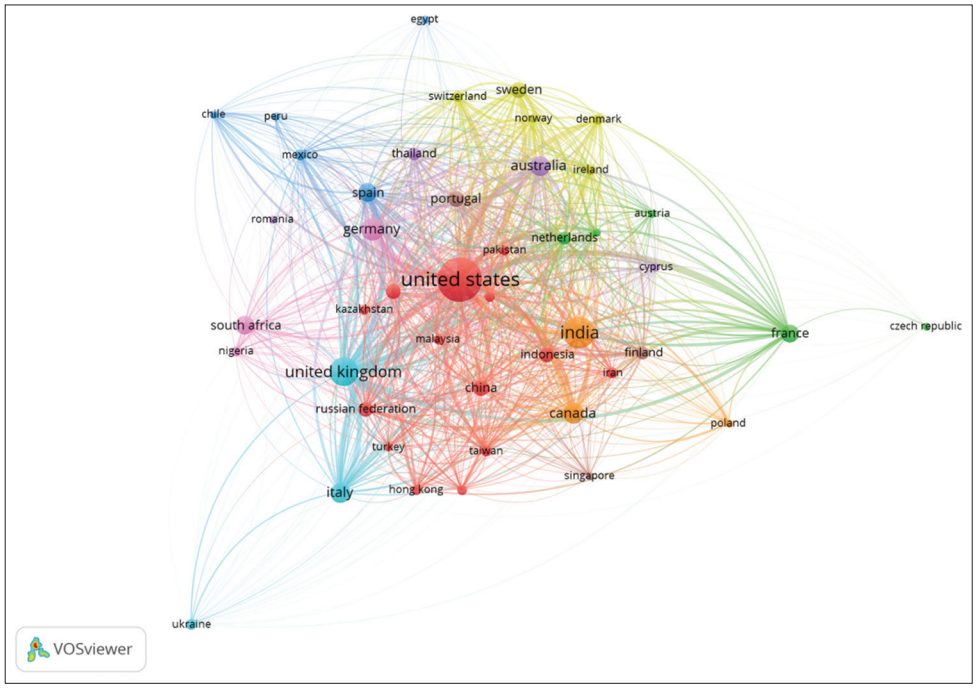
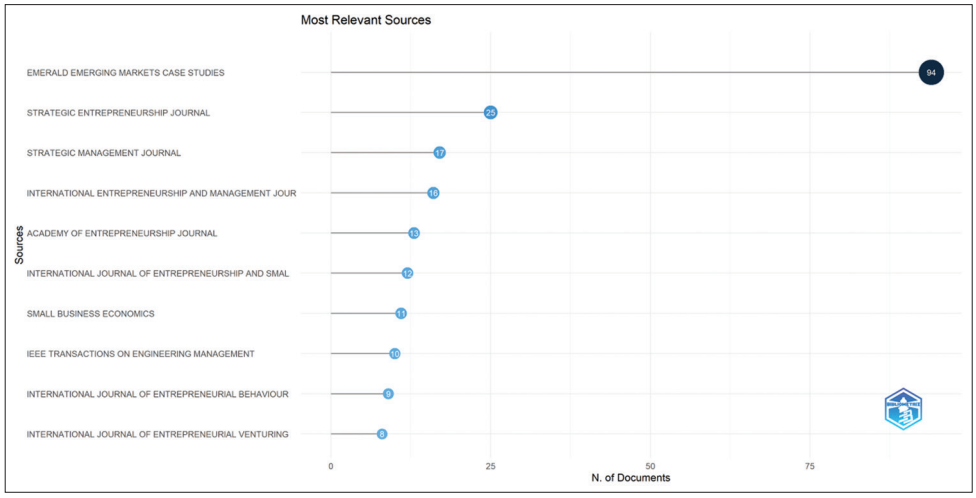


Figure 7: Most relevant sources related to strategic entrepreneurship research



This will contribute to the total body of knowledge by capturing a greater variety of viewpoints and circumstances.

To further understand the relationships among journals, VOS viewer was utilized to visualize the connections and correlations among a total of 288 journals. The journal coupling diagram reveals that these journals are indeed related. In the bibliographic coupling analysis, the minimum number of document publications was set to three, and 60 journals meeting this threshold were clustered into five categories, each labeled with a different color, as shown in Figure 8. Cluster 1 (red) includes 22 items with "The Emerald Emerging Markets Case Studies (EEMCS)" as the core. Cluster 2 (green) contains 14 items centered on the "International Journal of Entrepreneurial Venturing (IJEV)." Cluster 3 (blue) comprises 13 items centered on the "Strategic Entrepreneurship Journal (SEJ)." Cluster 4 (yellow) encompasses 9 items centered on the "International Entrepreneurship and Management Journal (IEMJ)." Cluster 5 (violet) contains 2 items: the "International Journal of Entrepreneurial Behaviour and Research (IJEBR)" and "Small Business Economics (SBE)." Lines between nodes represent the bibliographic coupling strength, with thicker lines indicating stronger connections, highlighting the close relationships among frequently cited sources. The size of each node reflects the frequency of citations, with larger nodes indicating more frequent citations. Proximity of nodes suggests a closer bibliographic relationship, meaning the sources are likely to be cited together in the literature.

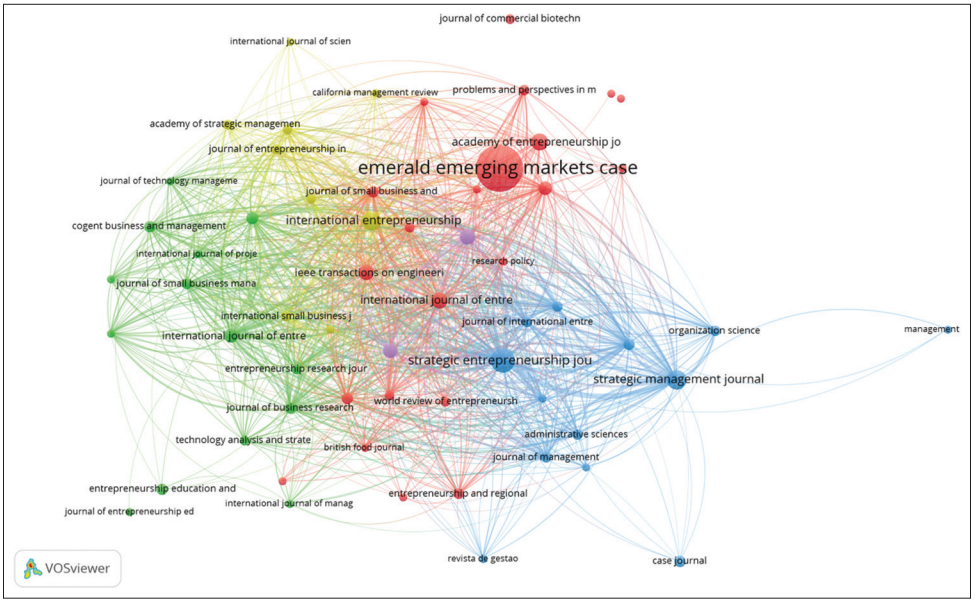
3.5. Most Relevant Affiliations and Authors in Strategic Entrepreneurship Research

The number of articles published by various academic institutions is shown in Figure 7, highlighting their contributions to the area. In the area of strategic entrepreneurship, 800 affiliates are engaged in research. The top 10 affiliations with the most papers published have been identified. The University of Cape Town is at the top of the ranking with 19 publications, demonstrating its significant impact and output in research. Indiana University comes in second with nine publications, indicating a strong academic presence. Eight articles have been published by the American University in Cairo, and seven pieces each by Oregon State University, the University of Liechtenstein, and the University of Tehran, demonstrating their noteworthy accomplishments and active involvement in the academic world. Furthermore, six articles have been contributed by the Indian Institute of Management Kozhikode, Indian Institute of Technology Delhi, Texas A&M University, and Universidad de Las Palmas de Gran Canaria (ULPGC), demonstrating their active participation and dedication to research.

The distribution of research output among these institutions is diverse and demonstrates the broad participation and cooperative efforts within the academic community; Indiana University and the University of Cape Town stand out as particularly active producers. The important contributions these institutions play in promoting academic advancement and knowledge advancement in their respective domains are illustrated in Figure 9. Leading universities should anticipate collaborating on more research projects as strategic entrepreneurship gains more significance. Collaborations between research centers and universities can improve the caliber and significance of research outputs while strengthening links within the academic community. Future multidisciplinary approaches to strategic entrepreneurship study will probably receive more attention. Institutions can work together to address complex global challenges in a variety of sectors, including business, social sciences, and technology. This can result in more creative and significant research.

Figure 10 illustrates the number of documents produced by various authors, emphasizing their relevance and productivity within the dataset. In the field of strategic entrepreneurship, 1,717 authors are actively engaged in research. Among them, the top 10 authors stand out for their contributions. Agarwal R, Dressler M, JR, and Kraus S are the leading authors, each having contributed 5 documents, making them the most prolific contributors. Following

Figure 8: Bibliographic coupling with sources



closely are Bick G, Huggins R, and Piispanen V-V, each with 4 documents, demonstrating a slightly lower yet significant level of productivity. Arend RJ, Audretsch DB, and Bodolica V have each produced 3 documents, indicating their noteworthy but comparatively lesser contribution.

The horizontal bars in the chart represent the number of documents per author, with the length of each bar proportionate to the document count, and the numbers at the end of each bar providing the exact totals. This visual representation not only underscores the leading authors but also highlights the distribution pattern, showing a noticeable drop from 5 documents to 4 and then to 3 among the listed authors.

Overall, the chart effectively showcases the distribution of document counts, clearly identifying the top contributors. It provides a clear and concise visual summary of author productivity, allowing for easy comparison and recognition of the most influential authors in the dataset. This helps in understanding the relative contributions of each author, emphasizing those who have made the most significant impact through their published documents.

3.6. Factorial Analysis of Strategic Entrepreneurship Research

Figure 11, is a dendrogram, a tree-like diagram that is frequently used to show how clusters are arranged in hierarchical clustering. Each leaf or endpoint in this dendrogram represents a single data point, and the branches that join these leaves show how clusters have formed. When compared to items linked at higher levels, those joined at lower levels are more similar to one another. The dissimilarity between clusters is shown in the vertical distance between branches, where shorter distances denote greater similarity. The number of clusters in the dendrogram can be found by drawing a horizontal line across it; intersecting branches below this line indicate separate clusters. Blue nodes indicate the locations where clusters merge, while red lines show the hierarchical relationships. The visual representation of the hierarchical relationships and similarity levels among the grouped components is provided by this dendrogram.

3.7. Trending Topics Related to the Keywords

Figure 12, shows shifts in research interest over time by tracking the frequency of different terms from 2015 to 2023. The y-axis lists the terms, and the x-axis shows the years. Larger circles indicate higher occurrences of the term, and the size of the blue

Figure 9: The most relevant affiliation with number of articles in strategic entrepreneurship area

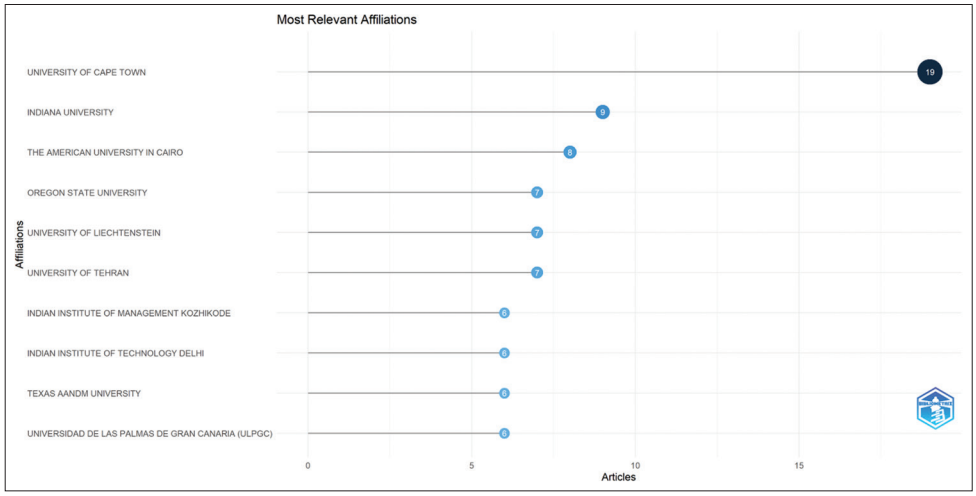
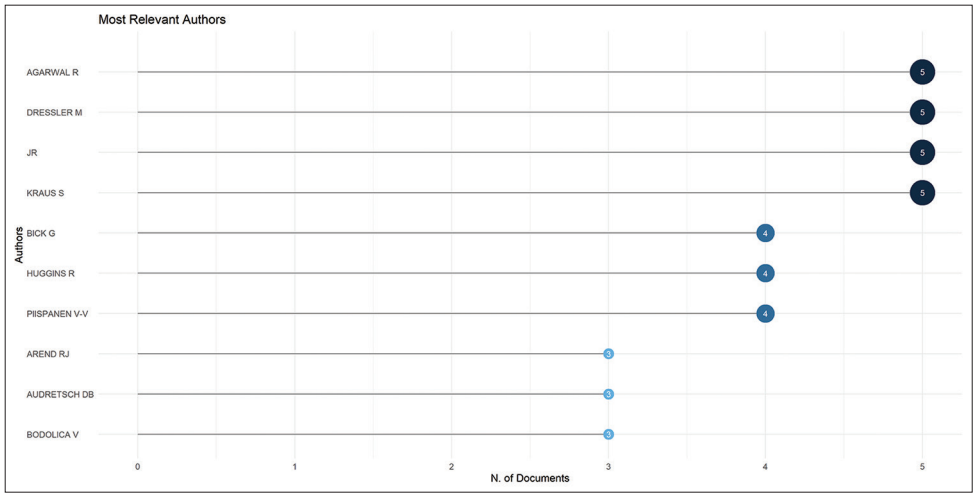


Figure 10: The most relevant author with number of articles in strategic entrepreneurship area



circles reflects term frequency. Notably, interest in "technological innovation" and "management journals" has been steadily rising, reaching a climax recently. Both "entrepreneurship" and "biotechnology" have remained relevant over time, despite their less sharp peaks. In 2019, phrases like "decision making," "strategic management," and "entrepreneur" have become more common. Furthermore, "ecosystems" and "new ventures" have gained importance, particularly beyond 2020. On the other hand, while terms like "competition" and "planning" have occasionally peaked, they are generally less often mentioned. This Figure 12, illustrates how research goals in management and innovation have changed over the past ten years, reflecting changes in industry and academic concentration.

3.8. Word Analysis using Tree-map Plot and Most Frequent Words

Figure 13, show within a given field, the frequency and proportion of different study subjects are visually represented in the accompanying treemap chart. The size of each rectangle represents the frequency of that term, while percentages show the proportion of each term to the total. With 14% of the total frequency, the most common term is "entrepreneurship," indicating a significant focus on this field. The term "entrepreneur," who comes in second, with 10% of the total, indicates a strong research interest in entrepreneurial studies. Other noteworthy phrases that highlight the significance of strategic considerations in the study domain include "strategic management" and "strategic approach," each of which accounts for 5% of the total frequency. Words like "article," "biotechnology," "decision making," "strategic planning," and "ecosystems" are mid-frequency terms that makeup 2-3% of the total, indicating a balanced interest in these many fields.

1.–2% of the total are less common terms: "human," "commerce," "performance," "planning," "new ventures," "economics," "investments," "leadership," and "strategy." In comparison to the top phrases, this shows a significantly less focused investigation of subjects within the discipline. And there's more: a wide range of other terms, each accounting for 1% of the total, like "conceptual framework," "uncertainty," "education," "employment," "finance," "competition," "digital innovations," "technological development," "management journals," and "management," demonstrate a rich diversity of research interests. This treemap effectively illustrates the main areas of study attention, especially in the fields of entrepreneurship and strategic management, while also highlighting a wide range of important and developing subjects. It offers a thorough summary of the main themes and

Figure 11: The factorial analysis of strategic entrepreneurship research in a dendrogram diagram

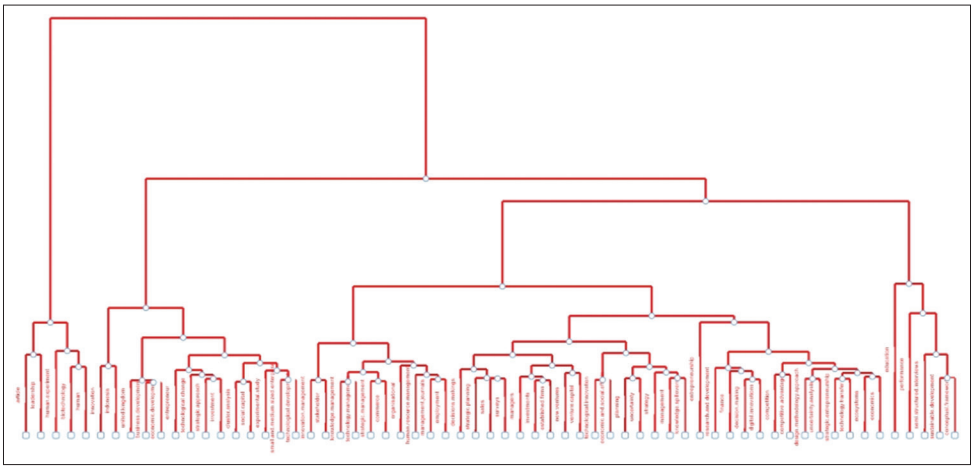


Figure 12: The trending topics of strategic entrepreneurship studied

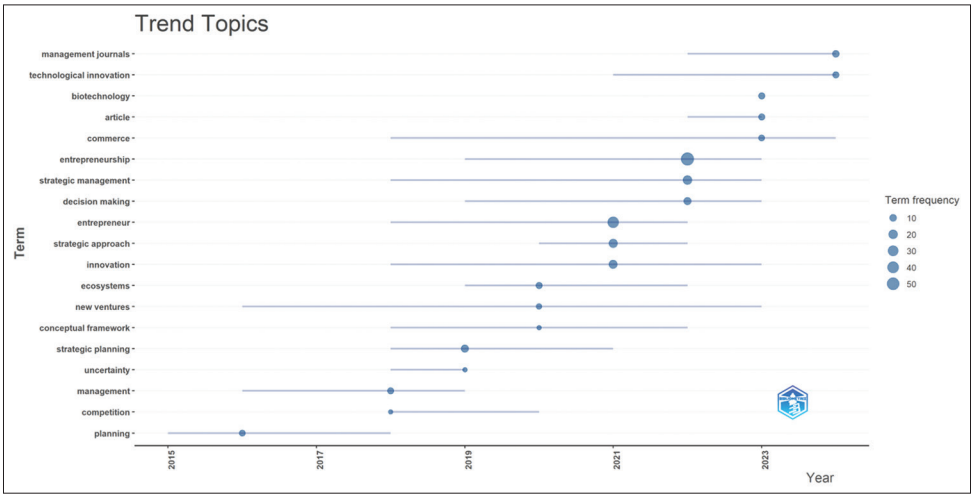


Figure 13: Tree map plot of strategic entrepreneurship research

developments in the relevant disciplines of study, demonstrating the scope and depth of scholarly interest and activity.

Figure 14 shows the word cloud indicates that the field of entrepreneurship is the primary topic, with a concentration on strategic elements like planning, management, and techniques. It is noted that innovation both technological and otherwise is a major factor in entrepreneurship success. Other important concerns include sustainability, resource management, and decision making. The existence of words like ecosystems, biotechnology, and SMEs suggests a wide range of industries and situations where entrepreneurship is pertinent.

Figure 15 show 2,484 keywords were taken from the data of 694 publications that were collected from Scopus and used in this paper. When keyword co-occurrence analysis is used in VOS viewer, the minimum number of co-occurrences for a keyword is set to five. A total of 119 keywords reach the threshold and create the keyword co-occurrence network depicted in Figure 11. The subjects and noteworthy research directions that are covered more frequently in the articles are reflected in these remaining keywords. A key technique in bibliographic analysis for examining the distribution of trending topics, hot topics, and subject structure is keyword co-occurrence analysis. The keyword co-occurrence network reveals 119 keywords forming 12 distinct clusters, each represented by a different color to illustrate their distribution and connections. Cluster 1 (red) includes 24 items like "Strategic Management" and "Strategic Planning." Cluster 2 (green) has 20 items such as "Strategic Entrepreneurship" and "Performance." Cluster 3 (blue) encompasses 18 items including "Innovation" and "Entrepreneurs," while Cluster 4 (yellow) contains 17 items like "Entrepreneurship" and "Strategy." Cluster 5 (violet) comprises 10 items such as "Entrepreneurial Orientation" and "Marketing." Cluster 6 (sky blue) features 8 items including "Economic Development" and "SMEs," and Cluster 7 (orange) includes 7 items like "Decision Making" and "Growth." Cluster 8 (brown) consists of 5 items such as "Business Model" and "Family Business," while Cluster 9 (pink) has 4 items like "Exploitation" and "Exploration." Cluster 10 (pinkish-orange) includes 4 items such as "Internationalization" and "Opportunity," Cluster 11 (light green) has 1 item, "Development," and Cluster 12 (dusty blue) includes 1 item, "Competitive Strategy." Overall, Strategic Entrepreneurship research focuses on firms or organizations, aiming to enhance performance and establish competitive advantages by exploring opportunities, managing strategic resources, and fostering innovation and dynamic capabilities.

Keywords are represented by nodes in the network, whose sizes indicate their frequency of occurrence and whose correlations are represented by the distance between nodes; links between nodes indicate the co-occurrence of two keywords in the same document; the stronger the relationship, the more likely it is that the keywords will appear together; gradient lines aid in differentiating between different nodes and clusters, their quantity and intensity reflecting the proximity of the relationships among keywords. For instance, "entrepreneurship" has the largest size and most connections, suggesting it is the most frequently occurring term. It appears 565 times, has 115 connection ties, and has link strength of 1,038 more than 5 times as much as the next keyword, "innovation." The terms "Strategic Management" and "Innovation" are most closely related to "Strategic Entrepreneurship," indicating their significant and ongoing relevance in the sector. Other prominent keywords include "Strategy," "Entrepreneur," "Strategic Approach," "SMEs," "Performance," "Strategic Planning," and "Sustainability," all highly cited in subject areas. Keywords reflect the core content of documents and provide a convenient overview of the research. Thus, the ten highest co-occurrence words, as shown in Table 2, are selected for their representatives across different clusters and Total link strength.

Figure 14: The word cloud of strategic entrepreneurship research

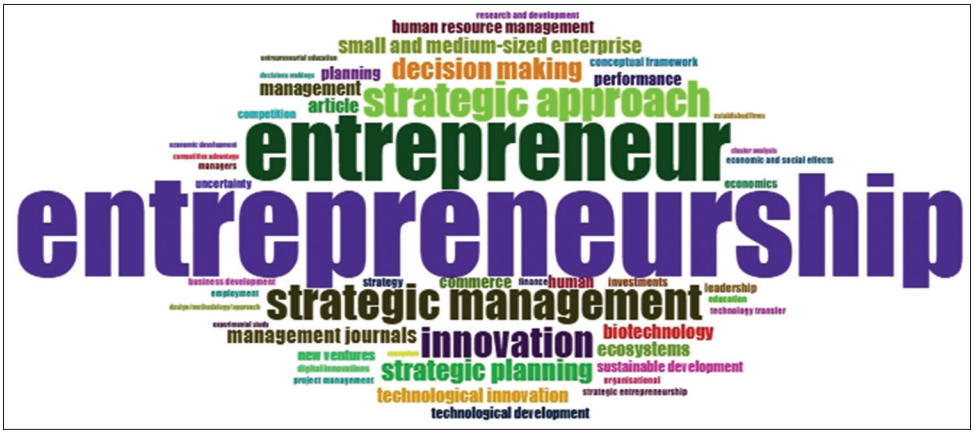
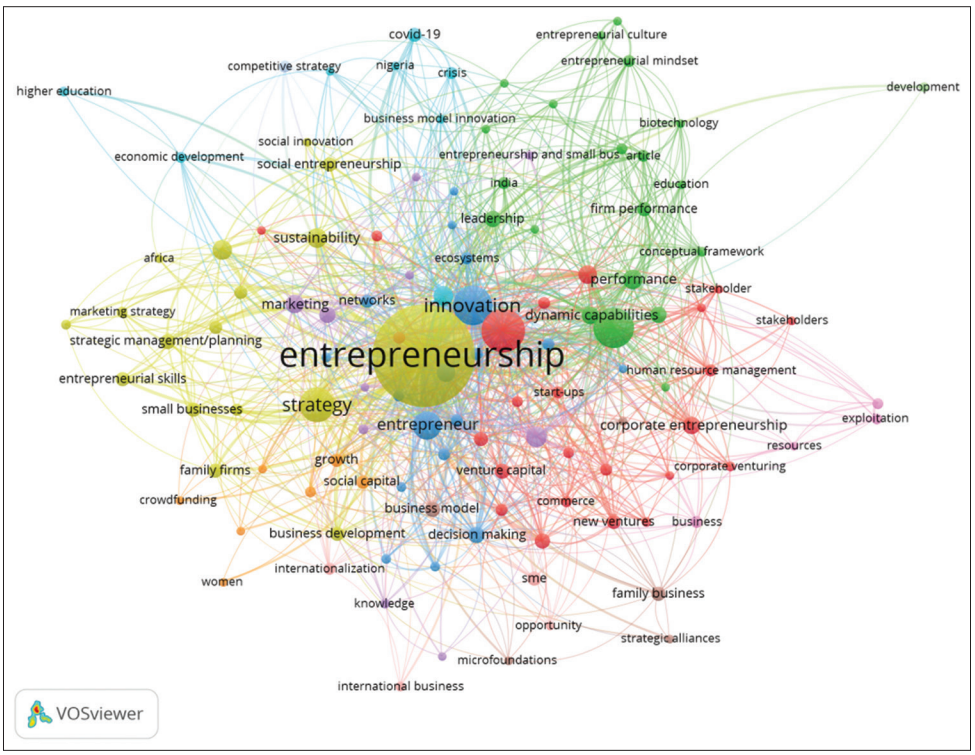


Figure 15: Keyword co-occurrence network



4. FINDINGS AND DISCUSSION

The bibliometric analysis of academic publications on strategic entrepreneurship from 2014 to 2024 offers a thorough picture of the field's evolution, as well as a look at topic trends and collaboration patterns. The 694 documents in the dataset which come from 288 sources highlight a number of significant findings that demonstrate the field's expansion and changing research dynamics. The statistics shows that the number of publications increased from 36 in 2014 to a peak of 97 in 2023, exhibiting a steady yearly growth rate of 3.13%. This increasing tendency shows that strategic entrepreneurship is becoming more and more recognized as an important field of study. The significant increase in publications from 2016 to 2018, as well as the peak in 2023, is indicative of growing interest in the topic from both academic and industry perspectives. The decrease in 2024 is ascribed to insufficient data, considering that just the initial 5 months are documented; yet, the publication rate is still exceptionally high, with 49 papers published. Because innovation and entrepreneurship are dynamic, this pattern indicates that strategic entrepreneurship will probably continue to draw scholarly attention. With an average of 2.69 co-authors per document and 26.95% of the articles including foreign co-authorship, the analysis demonstrates the importance of international collaboration in this sector. This suggests that a strong global network of scholars is collaborating to enhance our understanding of strategic entrepreneurship. The collaborative nature of this research topic is highlighted by the fact that only 111 out of 1,717 contributing writers have published articles as the single author. The findings imply that varied viewpoints and cooperative efforts, which raise the caliber and significance of the study, are advantageous to strategic entrepreneurship. 39,908 references total in the collection, with 18.49 citations on average

Table 2: The top 10 keywords on occurrence

keywords	Cluster	Occurrences	Total link Strength
Entrepreneurship	4	565	1038
Innovation	3	85	253
Strategic management	1	104	250
Strategy	4	66	184
Entrepreneur	3	44	166
Strategic entrepreneurship	2	90	144
Strategic approach	3	20	91
SMEs	6	21	76
Performance	2	22	73

per document. The documents' 4.37-year average age reflects the scholarly community's relatively recent attention on this topic. Since it frequently takes time for articles to accrue citations, variations in citation rates over time are common. The mean total citations per article (43.08) for articles published in 2014 are the greatest, suggesting that earlier publications have had more time to sway later research. The average yearly citations per year and the rise of total citations are synchronized, indicating that academic research on strategic entrepreneurship is still prioritizing this area and that new discoveries are consistently expanding upon preexisting theories. 89 nations have contributed to the field of strategic entrepreneurship research, according to the geographical study, with the US leading the way in terms of citations and publications. The US's dominance followed by that of the UK, Germany, and other developed countries, highlights how important strategic entrepreneurship is on a worldwide scale. The comparatively smaller contributions from nations like Israel, Kenya, and Japan, however, point to possible areas for development and additional study. The fact that the United States and the United Kingdom have such high citation counts indicates that their research has had a significant impact on the subject and has played a significant role in its shape. "Emerald Emerging Markets Case Studies," "Strategic Entrepreneurship Journal," and "Strategic Management Journal" are recognized as top contributors in the publication sources study. The multidisciplinary nature of strategic entrepreneurship is evidenced by the wide range of publications that publish articles in this discipline, which covers topics including management, innovation, and entrepreneurship. Strong ties between commonly referenced sources are displayed in the bibliographic coupling of journals, underscoring the interdependence and reciprocal effect of these works.

This interdisciplinary topic, which is gaining more attention from researchers in the fields of management, business, and economics, can be better understood and developed by reviewing the research evolution in strategic entrepreneurship from 2014 to 2024. A reference for thematic stream and evolution can be obtained by summarizing the topics and constituents in the field of strategic entrepreneurship. Strategic Entrepreneurship can enhance research on entrepreneurship and strategic management by integrating interdisciplinary sources, yielding dependable advantages and effects on company and management. It is reasonable to assume that field research on strategic entrepreneurship will keep getting better and more enriched as a result.

5. CONCLUSION, LIMITATIONS AND FUTURE DIRECTIONS

This bibliometric analysis of academic publications on strategic entrepreneurship from 2014 to 2024 sheds light on the field's development, cooperation, and overarching themes. The research indicates a consistent rise in publications, underscoring the expanding curiosity and advancements in the field of strategic entrepreneurship. The worldwide aspect of this study subject is highlighted by the high rate of international collaboration, with authors from different countries participating in 26.95% of the articles. Along with highlighting the field's interdisciplinary nature and the importance of innovation and strategic management, the analysis also identifies major themes and notable publications. The limitations of the study, such as its dependence on a single database and its emphasis on bibliometric measurements, indicate areas that warrant further investigation. Deeper awareness and an improved comprehension of this dynamic sector can be achieved by broadening the scope of data sources, integrating qualitative analysis, and investigating the influence of developing technologies on strategic entrepreneurship. All things considered, the results show how important and dynamic the field of strategic entrepreneurship research is. The topic is expected to continue to grow, providing a wealth of prospects for future research and practical applications, based on the steady growth in publications and the high degree of international collaboration. Through the resolution of the noted constraints and adherence to the suggested avenues for further investigation, scholars can enhance the understanding and influence of strategic entrepreneurship, thereby promoting creativity and financial prosperity on a global scale.

Even with the bibliometric analysis's extensive insights, there are a few things to keep in mind. Initially, as the dataset is restricted to papers that are indexed in the Scopus database, pertinent research from other databases like Web of Science, PubMed, or Google Scholar may not be included. This restriction could lead to an inaccurate representation of the state of the field of strategic entrepreneurship research. Second, without going into the depths of the articles themselves, the analysis is predicated on the metadata of publications, including titles, abstracts, keywords, and authorship details. This method might miss more complex ideas and in-depth theme relationships found in the entire texts. Third, even if it offers a ten-year perspective, the years 2014-2024 might not fully encompass the early foundational activities in strategic entrepreneurship. The exclusion of significant historical patterns and groundbreaking research that came before this time could distort our view of how the subject developed. Fourth, quantitative measures like publication and citation counts and collaboration rates are the main focus of the analysis.

The results of this bibliometric analysis point to a number of crucial areas for further study in the area of strategic entrepreneurship. For a more thorough research, expanding the sources of data sources by utilizing other databases like Web of Science, Google Scholar, and PubMed is crucial. In-depth content analysis should be used in future studies as well, going beyond bibliometric indicators to get deeper insights into thematic relationships and the development of certain study areas. Incorporating foundational works into the analysis's

timeline will aid in capturing the field's historical evolution. Understanding the practical applications and policy influences of studies' qualitative impact is essential to comprehending the real-world consequences of academic research. Furthermore, a more realistic picture of global collaborative efforts will be provided by documenting informal collaborations such cooperative initiatives and conference presentations. Examining the relationship between developing technologies and strategic entrepreneurship is essential since these technologies bring with them both new possibilities and difficulties. Innovative and significant research findings can be produced by promoting interdisciplinary approaches and incorporating a range of geographical viewpoints. Research and real-world entrepreneurial success can be connected through the integration of academic findings with practical applications, which can be facilitated by longitudinal studies that follow changes and advances over time. Scholars can greatly expand the scope, impact, and depth of their study on strategic entrepreneurship by tackling these future directions.

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