

Analyzing the Global Visibility and Influence of Social Enterprise Research: A Bibliometric Review of Citation, International Collaboration, and Cross-Cultural Perspectives

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ABSTRACT

The literature review highlights the growing research on social enterprises, exploring key concepts such as double bottom line and social impact assessment. While there has been progress, there are still gaps in understanding the global visibility and influence of social enterprise research. This research method fills the gap by using bibliometric analysis as a quantitative research method. The methodology section presents a comprehensive approach to data collection, extraction, and analysis. Relevant databases and sources are identified, and inclusion/exclusion criteria for publication are established. Keywords and search strategies are used to collect data on authorship, year of publication, journal, and number of citations. Bibliometric analysis techniques, including citation analysis and network analysis, are used to analyze data and uncover patterns and trends. The results and discussion sections present the findings of the bibliometric analysis. Citation patterns, influential works, and authors are identified, thus providing insight into the intellectual structure of the field. International collaboration trends and cross-cultural perspectives are analysed, highlighting global research networks and the application of social enterprise concepts across multiple contexts.

Keywords: Bibliometrics, Research, Social Enterprises, Visibility

1. INTRODUCTION

Social entrepreneurship research has evolved over the years, with scholars using a variety of methods to research the field. One study used co-citation and co-word analysis to determine the intellectual structure and evolution of research themes in social entrepreneurship. The study identified five themes in social entrepreneurship, including the development of the concepts of social entrepreneurship and social enterprise, bricolage and management-related issues in social entrepreneurship, opportunity recognition, motivation and intention, social innovation in social entrepreneurship, and institutional context. Co-word analysis was used to understand the evolution of each research theme and to uncover potential future research directions [1].

Another study focused on the impact and sustainability of social enterprises, particularly in disadvantaged and peri-urban areas. The study involved seven purposively selected social enterprise target audiences, two coffee farmers, and four interview informants who were knowledgeable about the social enterprises and their communities. The study used a postpositivist paradigm with qualitative research methods and a phenomenological approach to uncover essential sustainable leadership practices and sustainability competencies for sustainability and resilience in the context of community-based social enterprises [2].

In addition, a study examined the nature and trends of current enterprise risk management research using bibliometric analysis. The study retrieved 518 documents from the Scopus database and provided evidence that enterprise risk management has been explored across multiple

disciplines, mostly business, management, and accounting. The results also show an increasing trend of ERM research, which is associated with crises such as financial outbreaks and pandemics. The results of the keyword analysis showed five main themes that best describe the heterogeneous nature of ERM research [3].

In addition, a study contributed to the growing interest in hybrid organizations, sustainable business models, and inclusive value chain development. This study identified characteristics of a new business model used by hybrid organizations to create and manage more inclusive value chains for smallholders. These hybrid organizations are designed to create value propositions that provide improved sustainability for smallholders through improved products, processes, and governance, empower smallholders to achieve development goals, and create multiple values for social impact [4].

Finally, a study proposes that the underdevelopment of existing research infrastructure is an important, but often overlooked, obstacle to the development of empirical research on social enterprise. This study explores this proposition through a review of 55 empirical studies on social enterprise published in the last fifteen years, where the authors examine the mix and trajectory of research methods used and the research infrastructure upon which the studies are based. The authors found that empirical research mostly uses social enterprises as a context for theory development, rather than testing deductively, and thus building on existing theories. This latter pattern is largely due to the absence of two key dimensions of infrastructure: well-defined samples and consistent operational measures to gauge the success of social enterprises [5].

In conclusion, social enterprise research has evolved over the years, with scholars using a variety of methods to research the field. These studies have contributed to the growing interest in hybrid organizations, sustainable business models, and inclusive value chain development, among others [1]–[4]. However, the lack of a supportive research infrastructure is an important, but often overlooked, obstacle in the development of empirical research on social entrepreneurship [5], [6].

Social entrepreneurship is an important aspect of entrepreneurial management. Social enterprises are businesses that aim to achieve social and environmental goals while making a profit. They target the three pillars of sustainability by having an environmental or social mission and reinvesting the profits generated to achieve multiple returns [7]. Research has shown that entrepreneurial capacity is critical for social enterprises to perform well, and education to train competent social enterprises is essential [8]. Effective resource management is also critical for social enterprises operating under resource constraints, as this can be critical to achieving their social mission [9]. Social entrepreneurship and innovation embedded in smart specialties present unique opportunities for health promotion and health equity in the regional development agenda [10]. Social enterprises have the potential to create collective value and drive social change, especially for developing countries [11].

Overall, social enterprise is an important aspect of entrepreneurial management, as it enables businesses to achieve social and environmental goals while making a profit. It is crucial for social entrepreneurs to have the necessary entrepreneurial capacity and education to perform well, as well as effective resource management. Social entrepreneurship and innovation can also have a positive impact on health promotion, health equity and regional development.

Table 1. Some Previous Bibliometric Analysis on the topic of Social Enterprise

Author(s) & Year	Number of Analyzed Documents	Source	Discussion(s)
[12]	2922	Elsevier	This article presents a bibliometric analysis of social entrepreneurship research to determine the areas in which researchers study social entrepreneurship, the publication language of such research, the trend in the number of publications from year to year, the most relevant journals for the literature review, and the most prolific and most cited social entrepreneurship authors.
[13]	1.343	Emerald	This study identified a significant increase in scholarly investigations on SE and SEship in recent years, along with greater international collaboration and research. It was shown that some countries dominate SE and SEship research areas, such as the UK and the US, while institutional and individual research outputs are more evenly distributed. Currently, no author or institution dominates the SE and SEship literature. The epistemological orientation shows that the published literature is mostly theoretical and descriptive in both areas, with only a small number of predictive papers.
[14]	2640	Emerald	This work studies the development of social entrepreneurship as an emerging field, identifying key authors, their institutions and geographical origins, research and data collection methods and the main topics analyzed in each category, according to the Gartner framework.
[15]	1.296	Springer	The results provide a comprehensive perspective on the field of social entrepreneurship, identifying influential works and analyzing the scholarly communication between them.

Social entrepreneurship has emerged as a dynamic field of research that combines social goals with entrepreneurial strategies to address social and environmental challenges. The literature on social enterprise covers a wide range of topics, including organizational structure, financing mechanisms, impact measurement, and stakeholder engagement. Researchers have explored social enterprises from a variety of disciplinary perspectives, including entrepreneurship, social innovation, organizational behavior, and economics. The diversity of research in this field reflects the multifaceted nature of social enterprises and their potential to create positive social change. The purpose of this study is to conduct a bibliometric review to analyze the global visibility and influence of research on social enterprise. Bibliometrics is a quantitative research method that utilizes bibliographic data to examine patterns of publication, citation, and collaboration. Using bibliometric

techniques, we can find valuable insights into citation patterns, international collaboration trends, and cross-cultural perspectives within the field of social enterprise research.

The importance of analyzing the visibility and influence of research on social enterprise lies in its potential to inform researchers, policy makers and practitioners about the current state of knowledge in the field. By examining citation patterns, we can identify important works, influential authors and the most cited articles, laying the groundwork for further research. By understanding international collaboration trends, we can identify global research networks and partnerships, encouraging knowledge exchange and cooperation. In addition, considering cross-cultural perspectives can highlight the diverse contexts in which social enterprise research is conducted, thus enriching our understanding of its applicability in different regions and cultures.

A. Social Entrepreneurship

Social entrepreneurship is a concept that aims to solve social problems and facilitate the effective implementation of the Sustainable Development Goals through innovation and business operations [16]. Social entrepreneurs are catalysts for social change through social value creation and opportunity identification, thereby improving the quality of life. Their contribution to society is particularly significant in times of crisis and pandemic [17].

Definition and Characteristics

Social entrepreneurship is a term that is in search of a precise definition. The current use of the term seems vague and indefinite, and there needs to be boundaries to limit its function [18]. Social entrepreneurship needs to be defined in a way that distinguishes it from other forms of entrepreneurship, such as commercial entrepreneurship³. Social entrepreneurship is characterized by its focus on creating social value, not just economic value. It is recognized as a type of business that considers the creation of social wealth rather than economic wealth as its primary business objective [19]. Social entrepreneurship is also characterized by innovative approaches to solving social problems [6].

Impact

Social entrepreneurship has grown in popularity and importance in recent years due to the increasing social and environmental problems plaguing society [19]. Social entrepreneurship has created solutions in overcoming problems that occur to maximize economic, social, and religious activities [20]. Social entrepreneurs contribute to the economy while addressing social issues [16], [21]. There are many examples of social entrepreneurship in different countries. For example, the rapid growth of Pentecostal churches in Cameroon that began in 1990 coincided with increasing economic instability and deteriorating living conditions. Pentecostal pastors in Cameroon have become social success stories, achieving fame, building legitimacy, and exercising leadership to become inspiring figures and role models [22]. In Russia, CSR and social enterprise have developed dynamically since the mid-2000s, and can be used to drive further social and economic transition [23]. In Georgia, social entrepreneurship is still an undeveloped field, but it aims to solve social problems and facilitate effective implementation of the Sustainable Development Goals [16].

Future Challenges and Trends

Despite the relevance of social entrepreneurship in social value creation, there are still challenges that social entrepreneurs face. For example, difficulties in managing diversification, lack of knowledge about networking, and incomplete data in non-financial reports make it difficult to obtain cost-benefit analysis for CSR projects [19]. Future trends in social entrepreneurship include the need to measure its implications and provide concrete evidence that can help its practical implementation [24]. In addition, social entrepreneurship can be a social innovation, which has not been studied much, especially in the rural context [25].

In conclusion, social entrepreneurship is a concept that aims to solve social problems and facilitate the effective implementation of the Sustainable Development Goals through innovation and business operations. Social enterprises contribute to the economy while addressing social issues, and there are many examples of social enterprises in different countries. However, there are still challenges that social entrepreneurs face, and future trends in social entrepreneurship include the need to measure its implications and provide tangible evidence that can help its practical implementation.

2. METHODS

To address these gaps and research questions, bibliometric analysis offers a systematic and quantitative approach. Bibliometrics involves analyzing publication and citation patterns to assess visibility, impact and collaboration networks within a particular field. Using bibliometric techniques, researchers can gain valuable insights into the structure and dynamics of social enterprise research. Bibliometric analysis enables the identification of highly cited articles, influential authors and core journals in the field. This analysis provides an overview of the intellectual structure of social enterprise research, highlighting emerging themes, interdisciplinary relationships and potential research directions. In addition, bibliometric analysis facilitates the examination of international collaboration networks, maps global research partnerships, and identifies knowledge flows across countries and regions.

By conducting a comprehensive bibliometric review of social entrepreneurship research, this study aims to contribute to the existing literature, identify research gaps, and inform future research efforts. The next section will outline the methodology used for data collection, extraction and analysis, providing a transparent and replicable framework for carrying out this research.

Table 2. Selected Journal Metric Information

Data Metrics	Information
<i>Publication years</i>	1975-2023
<i>Citation years</i>	48
<i>Papers</i>	980
<i>Citations</i>	256131
<i>Cites/year</i>	5336.06
<i>Cites/paper</i>	261.36
<i>Authors/paper</i>	2.04
<i>h-index</i>	222
<i>g-index</i>	488

<i>hI,norm</i>	182
<i>hI,annual</i>	3.79
<i>hA, index</i>	70

3. RESULTS AND DISCUSSION

To answer the first objective of this research on how social entrepreneurship articles are classified, 3914 terms were obtained using VosViewer software, through the creation of maps based on text data using title and abstract fields, and a binary counting approach. There were 115 criteria found with a minimum number of occurrences of a term of 10 times.

However, a relevance score will be generated for each of the 115 terms. Based on this score, the most relevant term will be selected by default at 60%, resulting in 69 most acceptable words. However, the verification procedure still has to be done manually by removing irrelevant phrases such as editorial, example, abstract, and other.

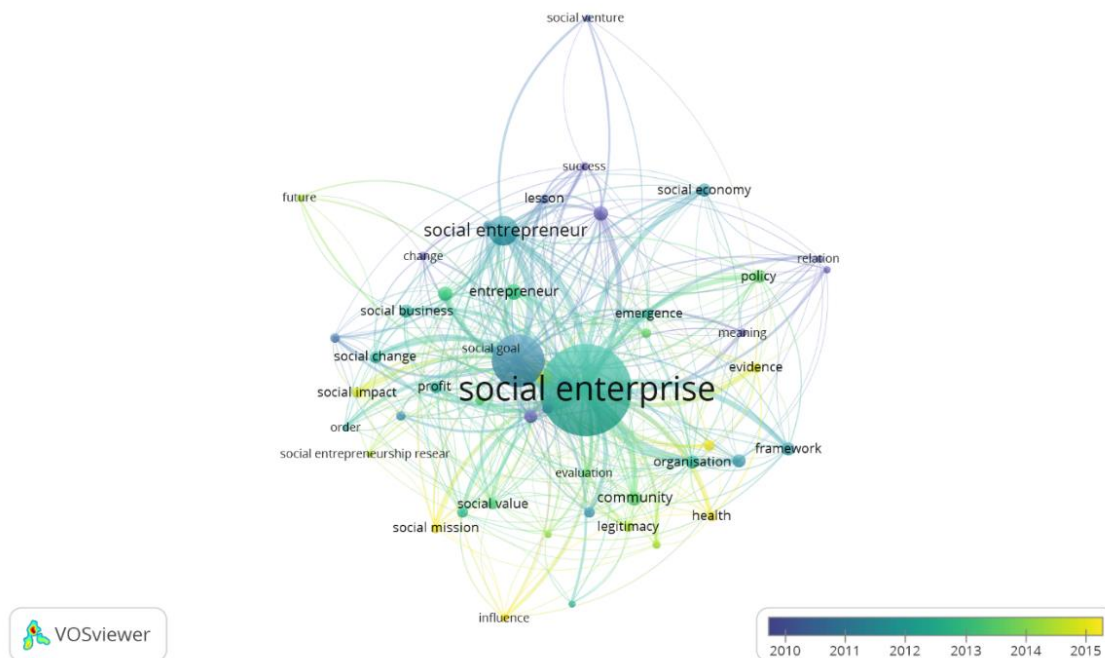


Figure 1. Keyword Network Visualization Map

Based on Figure 1, there are several clusters marked in blue, purple, yellow, red, and green. Based on the total articles, some words in these clusters appear most frequently. These clusters indicate that there are five classifications of articles published to date. More details can be seen through table 4.

Table 3. Clusters and Keywords within them

Group	Total Item(s)	Most Frequent Keywords (Occurrences)	Keyword(s)
1	(7)	Social Value (12)	<i>entrepreneurship, framework, governance, legitimacy, social entrepreneurship, social value, creation</i>

2	(6)	Social Venture (10)	<i>challenge, government, lesson, sosial venture, success, value</i>
3	(5)	Model (8)	<i>health, organization, service, activity, model</i>
4	(5)	Benefit (15)	<i>benefit, evaluation, goal, meaning, policy</i>
5	(5)	Social Business (13)	<i>business model, change, future, profit, social business</i>
6	(6)	Social Capital (10), Social Goal (12)	<i>community, influence, social capital, social sector, social goal</i>
7	(6)	Social Problem (12)	<i>order, impact, innovation, sosial problem, integration sosial</i>
8	(5)	Social Ekonomi (15)	<i>civil society, emergence, relation, social economy</i>
9	(4)	Social Mission (12)	<i>management, social change, social entrepreneurship, social mission</i>

Then, to answer how social entrepreneurship research trends, we can see the answer from the cluster itself. Figure 2 shows a visualization of the density of social entrepreneurship articles being the most frequent word.

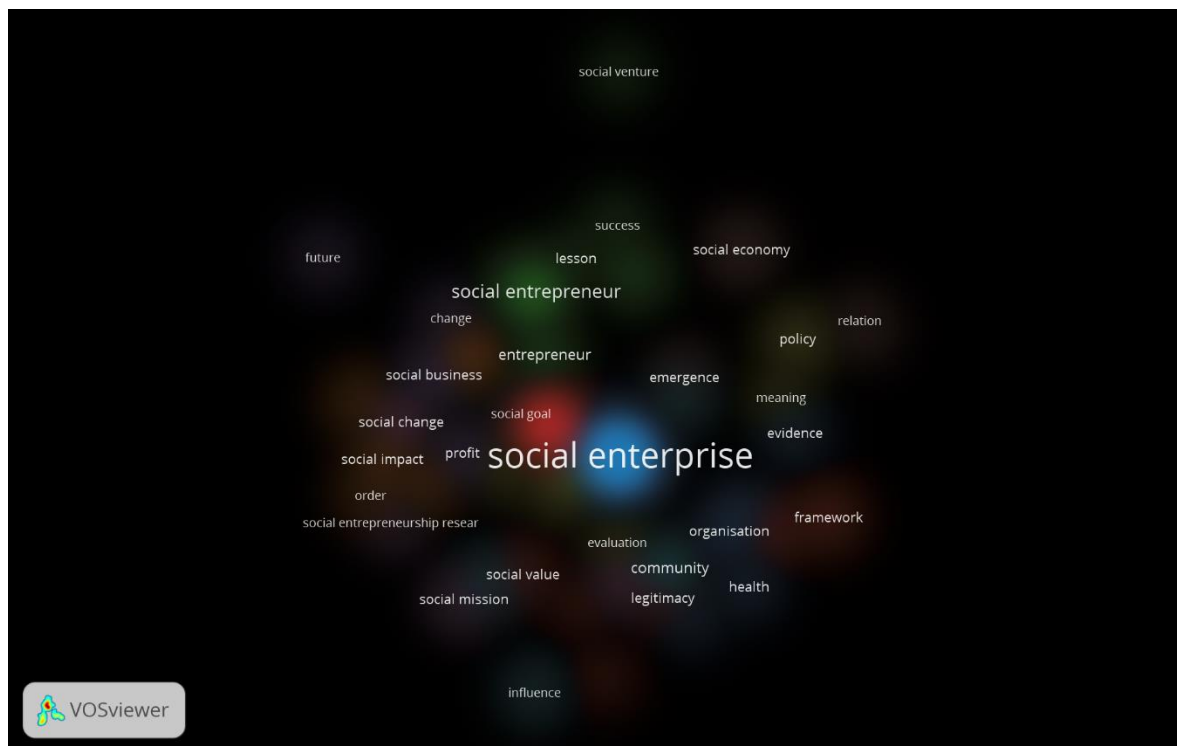


Figure 2. Keyword Density Visualization Map

There is one cluster from this mapping result that appears at least in the keywords, which is cluster 8. This cluster covers topics on social entrepreneurship. The figure below shows the author's cluster.

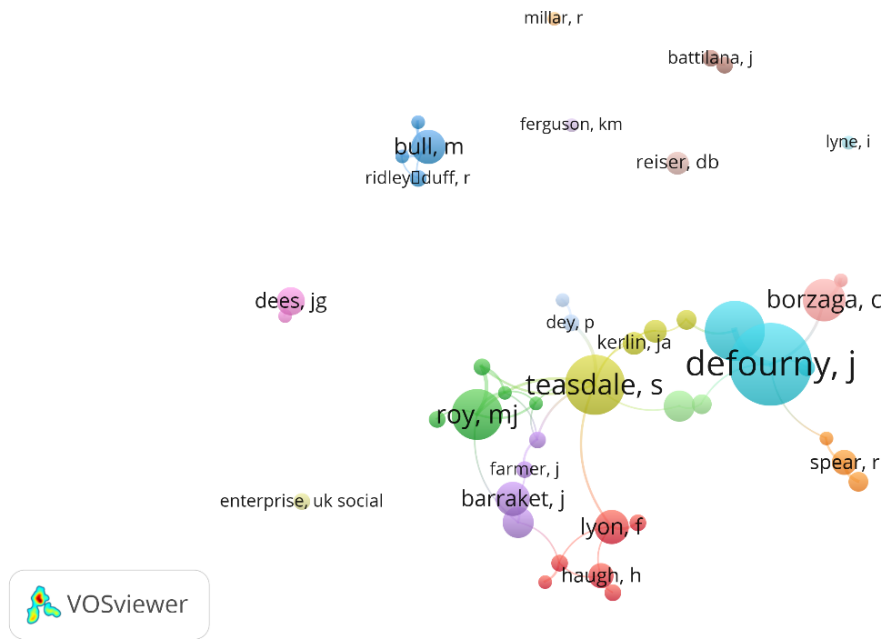


Figure 3. Author's Network Visualization Map

Based on Figure 3, it can be seen that there are 3 interlinked names from each cluster marked with large dots in each cluster. In the figure, only authors related in their publications are shown. In Table 4, it is known that the most cited documents, along with other detailed elements.

Table 4. Top Ten Documents Cited

Citations	Author and Year	Title
6462	[26]	The social dimensions of entrepreneurship
5825	[27]	Supporting social enterprises to support vulnerable consumers: the example of community development finance institutions and financial exclusion
5733	[28]	Social and commercial entrepreneurship: same, different, or both?
5651	[29]	Social entrepreneurship research: A source of explanation, prediction, and delight
5231	[30]	The meaning of social entrepreneurship
3643	[31]	A typology of social entrepreneurs: Motives, search processes and ethical challenges
3140	[32]	Social entrepreneurship: The case for definition
3106	[33]	Opportunities and entrepreneurship
3086	[34]	How to change the world: Social entrepreneurs and the power of new ideas
3071	[35]	Social entrepreneurship: A critical review of the concept

It can be seen that the period 1975 - 2023 are the years where Social Entrepreneurship documents are most explicitly cited. Recent material tends to be less cited, except by authors who

have researched the field before, and are quite well-known. Then, to see which research topics are the subject of more publications, we can look at Table 6.

Table 5. Fifteen Terms of Most and Fewer Occurrences

Most occurrences		Fewer occurrences	
Occurrences	Term	Occurrences	Term
1596	Social Enterprise	19	Management
520	Entrepreneurship	16	Evaluation
44	Challenge	16	Lesson
43	Community	15	Social Problem
43	Social Innovation	15	Work Integration
40	Business Model	14	Benefit
40	Framework	14	Legitimasi
37	Organisasi	13	Kesehatan
37	Pemerintahan	13	Misi sosial
34	Sosial Ekonomi	12	Darurat
33	Sosial Bisnis	11	Civil society
33	Pelayanan	11	Social value creation
32	Nilai	10	Sosial goal
30	Sosial change	10	Social venture
28	Profit	10	Sosial entrepreneur activity

In addition to explaining which subjects appear most frequently in the publications, Table 6 also explains the ultimate goal of this paper, which is the topic of Future financial management that provides opportunities for further research. The issues that could be an opportunity to explore in more detail are more specific and lead to implications or measurements of social enterprises that have been run. Topics such as sustainable development and municipal financial management measures have also not been widely researched. Whereas issues such as finance, the effect of one variable on another, and public financial management have been studied quite a lot. Similarly, topics related to financial management itself, such as systems, personal financial management, are also emerging.

4. CONCLUSION

This study reviewed 985 articles with themes related to entrepreneurial ventures. In the context of this study, we concluded that the social entrepreneurship articles were classified into eight clusters. The trend of entrepreneurship research is more on the social entrepreneurship side. There are some topics that often appear in publications, such as social venture, value creation from one variable to another. The current study has at least two limitations. In conclusion, this research method presents a systematic framework to analyze the global visibility and influence of research on social entrepreneurship through a bibliometric review. The field of social enterprise research has experienced substantial growth and development, with scholars exploring various aspects of this unique organizational form. However, there is still a need for a comprehensive analysis to

understand the current state of knowledge, identify research gaps, and encourage international collaboration and cross-cultural perspectives.

The findings of this research method have implications for researchers, practitioners, and policymakers. Researchers can gain insight into the existing literature, identify gaps, and explore interdisciplinary relationships. Practitioners in the field of social enterprise can benefit from the knowledge generated by this research, enhancing their understanding of current research trends and best practices. Policymakers can utilize these findings to inform evidence-based decision-making, shape policies that support the growth and impact of social enterprises, and foster global knowledge exchange networks.

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