

# The Role of Social Entrepreneurs in Fostering Creative Economy: A Comprehensive Bibliometric Analysis

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## Article Info

### Article history:

Received July, 2024

Revised July, 2024

Accepted July, 2024

### Keywords:

Social Entrepreneurship

Creative Economy

Social Innovation

Bibliometric Analysis

VOSviewer

## ABSTRACT

This study provides a comprehensive bibliometric and co-authorship analysis of the field of social entrepreneurship and the creative economy. By examining thematic clusters, research trends, emerging opportunities, and author collaborations, the analysis reveals key insights into the evolution and current state of this interdisciplinary domain. Thematic clusters highlight the integration of social entrepreneurship, social innovation, and creative industries, emphasizing their interconnectedness. Research trends indicate a shift from foundational concepts to the inclusion of entrepreneurial ecosystems, sustainability, and the impact of technology and support structures. Identified research opportunities suggest further exploration of synergies between social and creative entrepreneurship, enhancement of support systems, and assessment of long-term impacts. Co-authorship analysis underscores the collaborative nature of this field, while also identifying areas for increased interdisciplinary integration. These findings offer valuable guidance for researchers, educators, policymakers, and practitioners aiming to advance knowledge and practice in social entrepreneurship and the creative economy.

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## 1. INTRODUCTION

The creative economy has emerged as a significant driver of economic growth and innovation in the 21st century [1]. Rooted in the cultural and creative sectors, it encompasses a wide range of activities from arts and crafts to digital media and software development [2]. The creative economy not only contributes to economic development

but also enhances social inclusion, cultural diversity, and human development [3]. As the global economy increasingly values creativity and innovation, the importance of fostering a vibrant creative sector becomes ever more apparent [4]. In this context, social entrepreneurs play a pivotal role in driving the creative economy by leveraging innovative solutions to address social issues and create economic opportunities [5].

Social entrepreneurship, a concept that merges the passion for social change with business acumen, has gained considerable traction over the past few decades [6]. Social entrepreneurs are distinguished by their mission to solve societal problems while ensuring sustainability and scalability in their ventures [7]. They often operate in areas where traditional market mechanisms fail to address societal needs, such as in education, healthcare, and environmental sustainability [8]. By employing innovative business models, social entrepreneurs can drive systemic change, empower communities, and stimulate economic development [9]. Their unique position allows them to bridge the gap between the public, private, and non-profit sectors, creating synergies that benefit the broader community [10].

The intersection of social entrepreneurship and the creative economy presents a fertile ground for research and exploration [11]. Social entrepreneurs in the creative industries are uniquely positioned to harness the power of creativity to address complex social challenges [12]. They can facilitate access to markets, provide platforms for marginalized groups, and foster an inclusive environment where diverse talents can thrive [13]. The creative economy, with its emphasis on innovation and human potential, aligns closely with the goals of social entrepreneurship [14]. Together, they can drive sustainable development, enhance cultural heritage, and promote economic resilience [15]. Understanding the role of social entrepreneurs in this context is crucial for policymakers, practitioners, and researchers aiming to leverage the creative economy for broader societal benefits.

Bibliometric analysis offers a robust method to examine the academic landscape surrounding social entrepreneurship and the creative economy [16], [17]. By analyzing patterns in scholarly publications, citations, and research trends, bibliometric analysis provides insights into the evolution of knowledge in this field [18]. It helps identify key themes, influential authors, and pivotal publications that have shaped the discourse

[19]. This comprehensive approach allows for a systematic review of existing literature, highlighting gaps and opportunities for future research [20]. In this study, we employ bibliometric analysis to explore the role of social entrepreneurs in fostering the creative economy, providing a detailed overview of the current state of research and identifying areas for further investigation.

Despite the recognized importance of social entrepreneurship in promoting the creative economy, there remains a lack of comprehensive understanding of how these entrepreneurs effectively contribute to this sector. Existing literature often focuses on specific case studies or limited geographic contexts, resulting in fragmented knowledge that does not fully capture the global dynamics at play. Additionally, the diverse nature of both social entrepreneurship and the creative economy complicates efforts to draw generalizable conclusions. This research problem is compounded by the rapid evolution of the creative industries and the varying definitions and metrics used to assess impact. Therefore, there is a need for a systematic, comprehensive analysis to synthesize existing knowledge and provide a clearer picture of the role of social entrepreneurs in this vibrant sector.

The objective of this study is to conduct a comprehensive bibliometric analysis to elucidate the role of social entrepreneurs in fostering the creative economy. By systematically reviewing and analyzing existing literature, this research aims to identify key trends, influential works, and knowledge gaps within this field. The study seeks to provide a detailed understanding of how social entrepreneurs contribute to the creative economy, highlighting the mechanisms, challenges, and opportunities associated with their efforts. Ultimately, the findings of this research will inform policymakers, practitioners, and scholars, offering insights that can guide future initiatives and research aimed at leveraging social entrepreneurship for the advancement of the creative economy.

## 2. LITERATURE REVIEW

### 2.1 *Evolution of Social Entrepreneurship*

Social entrepreneurship has evolved significantly since its inception, characterized by a blend of entrepreneurial principles with a strong social mission. Early literature primarily focused on defining the concept and distinguishing it from traditional entrepreneurship. [21] described social entrepreneurs as change agents who identify and relentlessly pursue opportunities to create social value, emphasizing innovation and sustainability. Over time, the definition has expanded to include various organizational forms, from non-profits to for-profit enterprises, all united by the goal of addressing social issues through entrepreneurial means. Recent studies have highlighted the diverse motivations, strategies, and impacts of social entrepreneurs across different contexts, underscoring the complexity and multifaceted nature of this field.

### 2.2 *Role of Social Entrepreneurs in the Creative Economy*

The intersection of social entrepreneurship and the creative economy is a relatively new area of academic inquiry, reflecting the growing recognition of creativity as a catalyst for social and economic development. Social entrepreneurs in the creative industries leverage cultural and artistic resources to address societal challenges, create jobs, and stimulate local economies. For instance, studies by [22] and [23] have demonstrated how

social enterprises in the arts can foster community cohesion, enhance cultural diversity, and contribute to economic revitalization.

These entrepreneurs often operate in underserved areas, providing platforms for marginalized groups and promoting inclusive growth.

### 2.3 *Mechanisms of Impact*

Social entrepreneurs utilize various mechanisms to drive impact in the creative economy. One common approach is the creation of inclusive business models that integrate social and financial goals. For example, micro-enterprises and cooperatives in the creative sector often provide employment and training opportunities for disadvantaged populations. This not only helps in skill development but also promotes economic self-sufficiency. Additionally, social entrepreneurs frequently adopt innovative funding strategies, such as crowdfunding and impact investing, to support their ventures. Studies by [24] and [25] have highlighted how these funding mechanisms enable social enterprises to scale their impact and achieve financial sustainability.

### 2.4 *Challenges Faced by Social Entrepreneurs*

Despite their potential, social entrepreneurs in the creative economy face numerous challenges. Access to finance is a persistent issue, as traditional funding sources often overlook ventures with a social mission. Additionally, measuring social impact remains a significant challenge due to the lack of

standardized metrics and the intangible nature of many social outcomes. Regulatory and policy barriers can also hinder the growth of social enterprises, particularly in countries with underdeveloped legal frameworks for social entrepreneurship. Studies by [26] and [27] have documented these challenges, emphasizing the need for supportive ecosystems and policy interventions to facilitate the growth of social enterprises.

### 2.5 *Bibliometric Analysis in Social Entrepreneurship Research*

Bibliometric analysis has emerged as a valuable tool for mapping the landscape of social entrepreneurship research. By examining patterns in scholarly publications, citations, and research trends, bibliometric studies provide insights into the evolution and current state of knowledge in this field. For instance, research by [28] employed bibliometric techniques to identify key themes and influential works in social entrepreneurship literature. Similarly, recent studies have utilized bibliometric methods to explore specific aspects of social entrepreneurship, such as its role in sustainable development and impact measurement. These analyses reveal the dynamic and interdisciplinary nature of social entrepreneurship research, highlighting the diversity of approaches and perspectives in this field.

## 3. METHODS

### 3.1 Research Design

This study employs a comprehensive bibliometric analysis to investigate the role of social entrepreneurs in fostering the creative economy. Bibliometric analysis is a quantitative method that utilizes statistical and mathematical tools to analyze the patterns of publications and citations within a specific field of study. This approach allows for a systematic and objective review of the literature, identifying key trends, influential authors, and pivotal works. The research design includes several phases: data collection, data processing, and data analysis, each of which is critical to ensuring the validity and reliability of the findings.

### 3.2 Data Collection

The first step in the bibliometric analysis is data collection, which involves gathering a comprehensive dataset of relevant academic publication. To achieve this, we utilized Google Scholar database. This database was chosen for its extensive coverage and reliability in indexing scholarly work across various disciplines. The search was conducted using a combination of keywords related to social entrepreneurship and the creative economy, such as "social entrepreneur," "creative economy," "social innovation," and "cultural industries." To ensure the breadth and relevance of the dataset, we included publications from the past three decades (1978-2023), encompassing a wide range of journals, conference proceedings, and books.

Inclusion and exclusion criteria were applied to refine the dataset. Only peer-reviewed articles, book chapters, and conference papers were included, while grey literature, such as reports, theses, and dissertations, were excluded. This ensures the quality and credibility of the sources. Additionally, publications not available in English were excluded due to language constraints.

### 3.3 Data Processing

Data processing involves the extraction and preparation of bibliometric data from the collected publications. This step

is crucial for ensuring that the data is clean and ready for analysis. Each publication in the dataset was examined to extract relevant bibliometric indicators, such as authorship, publication year, journal name, and citation count. Additionally, keywords, abstracts, and full-text content were analyzed to identify thematic trends and relationships. This process was facilitated by using VOSviewer, which is designed to handle large bibliometric datasets and perform complex analyses.

### 3.4 Data Analysis

The data analysis phase involves applying various bibliometric techniques to the processed data to uncover patterns and insights. The primary techniques used in this study include citation analysis, co-citation analysis, and keyword co-occurrence analysis. Citation analysis examines the frequency and pattern of citations received by publications, identifying highly cited works and influential authors. This helps in

understanding the impact and dissemination of research within the field. Co-citation analysis explores how often pairs of publications are cited together, revealing the intellectual connections and clusters of related research topics. Keyword co-occurrence analysis examines the frequency with which pairs of keywords appear together in publications, identifying emerging themes and trends.

Citation analysis was conducted using the citation counts obtained from the databases. The most highly cited publications were identified, providing a list of seminal works that have significantly influenced the field. Co-citation analysis involved creating a co-citation matrix, which was then visualized using network mapping techniques. This allowed us to identify clusters of related research and the central works within each cluster. Keyword co-occurrence analysis was performed by examining the frequency of keyword pairs across the dataset, using visualization tools to create a thematic map of the field.

## 4. RESULTS AND DISCUSSION

### 4.1 Research Data Metrics

Table 1. Data Citation Metrics

Publication years	1978-2024
Citation years	46 (1978-2024)
Paper	980
Citations	215174
Cites/year	4677.70
Cites/paper	219.57
Cites/author	135954.74
Papers/author	563.17
Author/paper	2.27
h-index	185
g-index	451
hI,norm	147
hI,annual	3.20
hA-index	67
Papers with ACC	: 1,2,5,10,20:801,755,625,436,349

Source: Publish or Perish Output, 2024

The table provides a comprehensive overview of citation metrics for a dataset

spanning from 1978 to 2024. These metrics offer valuable insights into the academic

impact and productivity of publications and authors in the field of social entrepreneurship and the creative economy. By analyzing these metrics, we can better understand the influence and reach of the research within this domain. The data encompasses publications over a 46-year period from 1978 to 2024. This extensive timeframe highlights the longevity and continued relevance of research in this field. The ability to track citations over such a long period allows for a thorough examination of the evolution of scholarly impact, revealing trends and shifts in academic focus over time. The extended citation years also enable an analysis of both historical and contemporary contributions, providing a holistic view of the field's development.

A total of 980 papers are included in the dataset, which have collectively garnered 215,174 citations. This substantial number of citations indicates a high level of academic engagement and influence, reflecting the importance and recognition of research in social entrepreneurship and the creative economy. The average number of citations per year is 4,677.70, illustrating consistent scholarly attention and the ongoing relevance of the research over the years. The high number of citations per paper, averaging 219.57, further underscores the significant impact of individual publications. This metric suggests that the research not only attracts attention but also contributes meaningfully to the academic discourse, as evidenced by the frequent referencing of these papers by other scholars. Such a high citation rate per paper is indicative of high-quality research that resonates with and informs the work of other academics.

The data reveals a total of 563.17 papers per author, highlighting the prolific nature of authors in this field. This metric indicates a high level of productivity and suggests that authors are actively contributing to the body of knowledge on social entrepreneurship and the creative economy. The average number of citations per author is 135,954.74, which reflects the significant influence that individual authors have within

the academic community. The metric of 2.27 authors per paper suggests a collaborative research environment. Co-authorship is common in academic research, particularly in interdisciplinary fields like social entrepreneurship and the creative economy, where diverse perspectives and expertise are valuable. Collaboration among authors often leads to more comprehensive and impactful research, as it combines different insights and approaches.

The h-index of 185 indicates that 185 papers have each received at least 185 citations. This index is a widely used metric that reflects both the productivity and citation impact of an author's publications. A high h-index signifies that a significant number of papers are not only published but also widely cited, demonstrating sustained academic influence. The g-index of 451 further highlights the impact of highly cited papers. Unlike the h-index, which gives equal weight to all cited papers, the g-index emphasizes the most frequently cited publications. A g-index of 451 suggests that the top-cited papers are receiving a substantial number of citations, indicating their critical importance in the field. The hI,norm index of 147 normalizes the h-index by the number of co-authors, providing a measure of individual author impact. This index adjusts for the effect of collaboration, ensuring that the contributions of individual authors are accurately represented. An hI,norm of 147 suggests that even when accounting for co-authorship, the authors in this field have a high level of influence. The hI,annual index of 3.20 represents the annual increase in the h-index, indicating steady growth in academic impact over time. This metric is particularly useful for understanding the trajectory of an author's influence, highlighting consistent contributions to the field year after year. The hA-index of 67 is another variant of the h-index, adjusted for the age of the publications. This index considers the time since publication, providing insights into the longevity and sustained impact of research. An hA-index of 67 suggests that the field has

produced enduring research that continues to be cited over the years.

The table lists the papers with accumulated citation counts (ACC) at various thresholds: 1, 2, 5, 10, and 20 citations. The numbers 801, 755, 625, 436, and 349 represent the count of papers that have achieved these citation milestones. Specifically, 801 papers have received at least 1 citation, 755 papers have received at least 2 citations, and so on. These figures highlight the distribution of citation impact across the dataset. A significant number of papers reaching these citation thresholds demonstrates broad engagement with the research. For instance, 801 papers with at least one citation indicate that nearly all papers in the dataset are being referenced, suggesting widespread relevance. The gradual decline in the number of papers at higher citation thresholds (e.g., 349 papers with at least 20 citations) is typical and reflects the fact that while many papers are cited, a smaller subset garners the highest levels of attention.

The citation metrics presented in the table offer a detailed picture of the academic landscape in social entrepreneurship and the creative economy. The high number of

citations and substantial h-index values reflect a field that is both productive and influential. The collaborative nature of the research, as indicated by the average number of authors per paper, suggests that interdisciplinary and cooperative efforts are driving advancements in this area. These metrics also highlight the importance of certain key publications and authors who have shaped the field. The presence of highly cited papers and influential authors underscores the critical contributions of foundational research. Moreover, the sustained citation rates over a long period indicate that the research continues to be relevant and impactful, contributing to ongoing academic and practical discussions. For researchers, practitioners, and policymakers, these insights are invaluable. Understanding the citation landscape helps identify seminal works and leading experts, guiding future research directions and informing evidence-based policy and practice. For academic institutions and funding bodies, these metrics provide a benchmark for evaluating the impact of research initiatives and investments.

Table 2. Top Cited Research

Citations	Authors and year	Title
9691	[29]	Cities and the creative class
6497	[30]	Creative industries: Contracts between art and commerce
6251	[31]	Social entrepreneurship research: A source of explanation, prediction, and delight
6213	[32]	Social and commercial entrepreneurship: same, different, or both?
5782	[33]	The creative economy: How people make money from ideas
4026	[34]	A typology of social entrepreneurs: Motives, search processes and ethical challenges
3368	[35]	Social entrepreneurship: A critical review of the concept
3288	[36]	How to change the world: Social entrepreneurs and the power of new ideas
3074	[37]	Rediscovering social innovation
2818	[38]	Social entrepreneurship and societal transformation: An exploratory study

Source: *Publish or Perish Output, 2024*

Table 2 provides a list of the top-cited research publications within the field of social entrepreneurship and the creative economy. These citations reflect the most influential

works, showcasing seminal contributions that have significantly shaped academic discourse and practice. The high citation counts indicate that these publications have been extensively

referenced by other researchers, signifying their importance and impact.

1. Richard Florida (2003) - "Cities and the Creative Class": With 9,691 citations, Florida's work is the most cited in this dataset. This book explores the role of the creative class in urban development and economic growth. Florida argues that cities with a high concentration of creative professionals tend to be more economically vibrant and innovative. His work has been influential in urban planning and policy, providing a framework for understanding the economic value of creativity. The high citation count reflects its broad impact across multiple disciplines, including economics, urban studies, and social policy.
2. Richard E. Caves (2000) - "Creative Industries: Contracts Between Art and Commerce": Caves' book, with 6,497 citations, examines the unique economic dynamics of creative industries. It delves into the contractual relationships between artists and commercial entities, highlighting the challenges and opportunities within this sector. Caves' analytical approach has provided a foundational understanding of the economic behavior of creative industries, influencing both academic research and practical applications in arts management and policy.
3. Johanna Mair and Ignasi Marti (2006) - "Social Entrepreneurship Research: A Source of Explanation, Prediction, and Delight": Garnering 6,251 citations, this paper is a key contribution to the conceptualization of social entrepreneurship. Mair and

Marti offer a comprehensive review of the field, discussing the potential of social entrepreneurship to address social problems through innovative approaches. Their work has been pivotal in defining the scope and significance of social entrepreneurship, influencing subsequent research and theoretical development.

4. James Austin, Howard Stevenson, and Jane Wei-Skillern (2006) - "Social and Commercial Entrepreneurship: Same, Different, or Both?": With 6,213 citations, this article compares and contrasts social and commercial entrepreneurship. The authors explore the similarities and differences in motivations, strategies, and impacts between the two forms of entrepreneurship. Their findings highlight the unique challenges faced by social entrepreneurs, providing valuable insights for both researchers and practitioners interested in the dual objectives of social and financial returns.
5. John Howkins (2002) - "The Creative Economy: How People Make Money from Ideas": Howkins' book, cited 5,782 times, is a seminal work on the creative economy. He explores how creativity and intellectual property drive economic value, offering a comprehensive analysis of various creative sectors. Howkins' insights have been instrumental in shaping policies and business strategies aimed at harnessing the economic potential of creative industries.
6. Shaker A. Zahra, Eric Gedajlovic, Donald O. Neubaum, and Joel



- M. Shulman (2009) - "A Typology of Social Entrepreneurs: Motives, Search Processes and Ethical Challenges": With 4,026 citations, this paper provides a typology of social entrepreneurs, categorizing them based on their motivations and operational approaches. Zahra et al. address the ethical challenges and decision-making processes inherent in social entrepreneurship, contributing to a deeper understanding of the diversity and complexity within the field.
7. Ana Maria Peredo and Murdith McLean (2006) - "Social Entrepreneurship: A Critical Review of the Concept": Peredo and McLean's critical review, cited 3,368 times, examines the various definitions and conceptualizations of social entrepreneurship. Their work highlights the debates and controversies surrounding the field, advocating for a more nuanced and inclusive understanding of what constitutes social entrepreneurship.
  8. David Bornstein (2007) - "How to Change the World: Social Entrepreneurs and the Power of New Ideas": Bornstein's book, with 3,288 citations, offers inspiring case studies of social entrepreneurs who have made significant social impacts. His narrative approach provides both scholarly insights and practical guidance, making it a popular reference for researchers, practitioners, and educators alike.
  9. James A. Phillis, Kriss Deiglmeier, and Dale T. Miller (2008) - "Rediscovering Social Innovation": Cited 3,074 times, this article explores the concept of social innovation, distinguishing it from related terms like social entrepreneurship and social enterprise. Phillis et al. argue for a broader understanding of social innovation as a critical component of societal change, influencing subsequent research and policy discussions.
  10. Sarah H. Alvord, L. David Brown, and Christine W. Letts (2004) - "Social Entrepreneurship and Societal Transformation: An Exploratory Study": With 2,818 citations, this study investigates the transformative potential of social entrepreneurship. Alvord, Brown, and Letts examine how social entrepreneurs create significant social change through innovative approaches, offering a framework for understanding the pathways and impacts of social entrepreneurship.

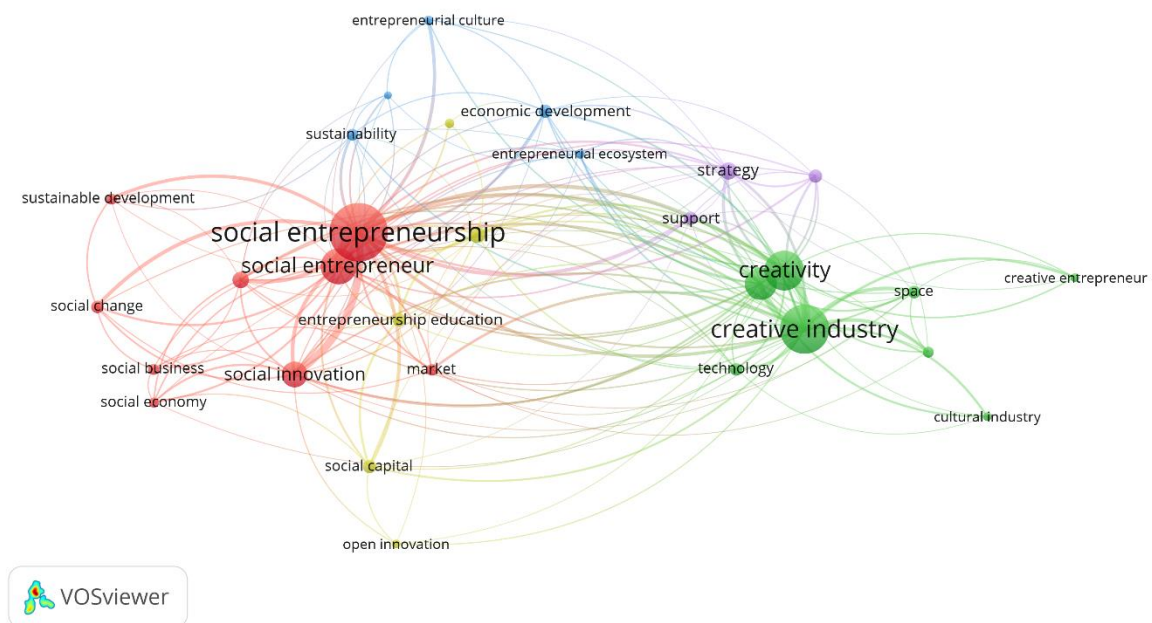


Figure 1. Network Visualization

Source: Data Analysis Result, 2024

The figure presented is a bibliometric network visualization created using VOSviewer. It illustrates the relationships and connections between various keywords in the field of social entrepreneurship and the creative economy. This visualization provides a comprehensive overview of how different concepts are interlinked and the prominence of various themes within the scholarly discourse. The visualization is divided into several clusters, each represented by a distinct color. These clusters group together keywords that frequently co-occur in the literature, indicating thematic areas of research.

#### 1. Red Cluster - Social Entrepreneurship

The red cluster is centered around the keywords "social entrepreneurship" and "social entrepreneur." This cluster includes related terms such as "social innovation," "social business," "social change," "social economy," "social capital," "entrepreneurship education," and "sustainable development." The prominence and

size of the nodes for "social entrepreneurship" and "social entrepreneur" suggest that these are central themes in the literature, with numerous connections to other concepts. This cluster highlights the various dimensions of social entrepreneurship, including its educational aspects, its role in fostering social innovation and change, and its contribution to sustainable development.

#### 2. Green Cluster - Creative Industry and Creativity

The green cluster is focused on "creative industry" and "creativity." This cluster includes keywords such as "creative entrepreneur," "cultural industry," "technology," "space," and "support." The central position of "creative industry" and "creativity" indicates their significance in the research landscape. This cluster emphasizes the economic and innovative potential of the creative sectors, the role of technology in driving creativity, and the support

structures necessary for fostering creative industries. The presence of "cultural industry" and "space" also suggests an interest in the spatial and cultural dimensions of creativity.

3. Yellow and Blue Clusters - Entrepreneurial Ecosystem and Economic Development

The yellow and blue clusters include keywords such as "economic development," "entrepreneurial ecosystem," "entrepreneurial culture," "strategy," and "sustainability." These clusters indicate a focus on the broader economic and strategic aspects of entrepreneurship, particularly in how entrepreneurial ecosystems and cultures contribute to economic development and sustainability. The connections between these clusters and the central themes of social entrepreneurship and creative industries highlight the integrative role of entrepreneurial

ecosystems in supporting both social and creative ventures.

There is a noticeable overlap between the red and green clusters, indicating a strong interconnection between social entrepreneurship and the creative industries. Keywords like "social innovation" and "social entrepreneur" are closely linked to "creativity" and "creative industry," suggesting that social entrepreneurs often operate within the creative sectors. This integration underscores the role of creativity in addressing social challenges and the potential for social enterprises to drive innovation within the creative economy. The terms "sustainable development" and "social change" are also prominently linked to social entrepreneurship. This indicates that research in social entrepreneurship frequently addresses issues of sustainability and societal transformation. The connections to "social innovation" further emphasize the innovative approaches that social entrepreneurs use to achieve these goals.

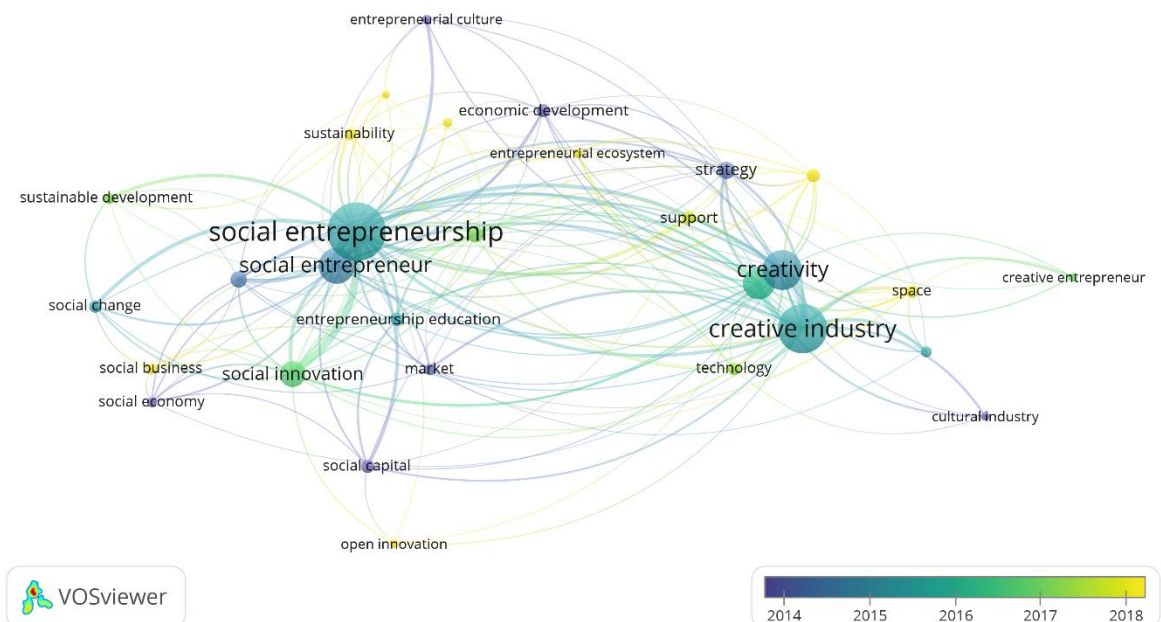


Figure 2. Overlay Visualization  
 Source: Data Analysis Result, 2024

This visualization highlights the evolution and trends in research by mapping how frequently specific keywords appear together in the literature, with a color gradient indicating the temporal progression of these research themes. The visualization is divided into several clusters, each representing a thematic area within the field. The clusters are color-coded to reflect the time period in which they gained prominence, ranging from 2014 (indicated by dark blue) to 2018 (indicated by yellow). The color gradient in the figure represents the temporal evolution of research themes from 2014 to 2018. By examining the colors of the nodes, we can identify trends and shifts in research focus over time.

In the earlier years, represented by dark blue, research was heavily concentrated on foundational concepts such as "social entrepreneurship," "social entrepreneur," and "social innovation." These themes were central to establishing the theoretical and conceptual underpinnings of the field. The focus during this period was on defining social entrepreneurship, exploring its potential for social change, and understanding its unique challenges compared to traditional entrepreneurship.

As the field matured, the focus shifted slightly towards the integration of social entrepreneurship with broader economic and developmental themes. Keywords like "economic development," "entrepreneurial ecosystem," and "entrepreneurial culture" became more prominent, indicating a growing interest in how social entrepreneurship fits within the larger economic and entrepreneurial landscape. This period also saw an increasing emphasis on sustainability, reflecting the broader societal push towards sustainable development goals.

In the more recent years, represented by yellow, the research focus expanded to include more specific aspects of the creative economy. Keywords such as "creative industry," "creativity," "technology," and "support" gained prominence. This shift suggests a growing recognition of the importance of the creative sectors in driving economic growth and innovation. The connections between "creative industry" and "social entrepreneurship" highlight the intersection of these fields, indicating that researchers are increasingly exploring how creative enterprises can contribute to social and economic development.

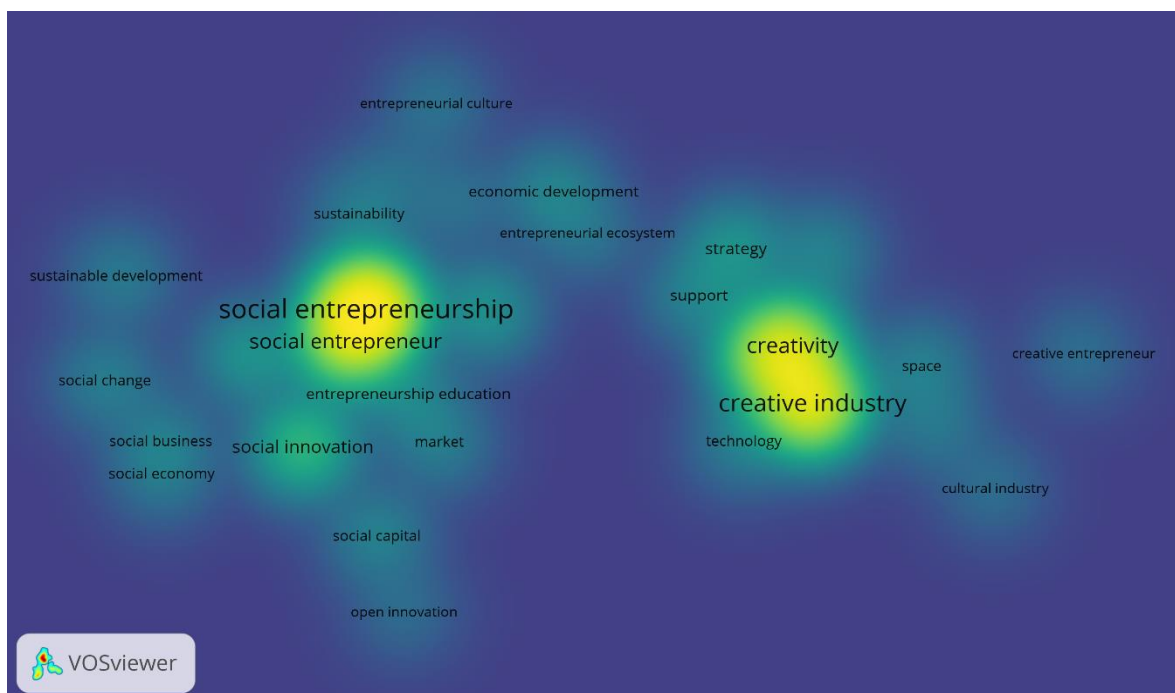


Figure 3. Density Visualization

Source: Data Analysis, 2024

The figure presented is a heatmap visualization created using VOSviewer, displaying the co-occurrence of keywords in the field of social entrepreneurship and the creative economy. This heatmap offers a visual representation of the intensity and frequency of keyword occurrences, highlighting the most researched and discussed themes in the literature. The color gradient, ranging from blue (indicating lower frequency) to yellow (indicating higher frequency), illustrates the concentration and prominence of specific keywords. The heatmap reveals several prominent clusters of keywords, each representing a thematic area within the research field. The clusters are color-coded based on the intensity of keyword occurrences, with yellow indicating areas of high concentration and blue indicating areas of lower concentration.

#### 1. Social Entrepreneurship Cluster

The central and most prominent cluster in the heatmap is centered around the keywords "social entrepreneurship" and "social entrepreneur." This cluster is depicted in bright yellow, indicating a high frequency of occurrences and a significant focus within the research literature. Associated keywords within this cluster include "social innovation," "social business," "social change," "social economy," "social capital," and "entrepreneurship education." The high concentration of these keywords suggests that social entrepreneurship is a core area of interest, with extensive research exploring various aspects such as innovation, business models, societal impact, and educational frameworks.

#### 2. Creative Industry and Creativity Cluster

Another prominent cluster is centered around the keywords

"creative industry" and "creativity," also depicted in bright yellow. This cluster includes related terms such as "creative entrepreneur," "cultural industry," "technology," "space," and "support." The high intensity of these keywords indicates a substantial focus on the creative sectors, emphasizing the role of creativity and cultural industries in economic development and innovation. This cluster reflects research exploring how creative industries operate, the impact of technology on creativity, and the support systems required for fostering creative enterprises.

#### 3. Entrepreneurial Ecosystem and Economic Development Cluster

The heatmap also highlights a cluster around keywords such as "economic development," "entrepreneurial ecosystem," "entrepreneurial culture," "strategy," and "sustainability." This cluster, depicted in varying shades of green and yellow, indicates a significant focus on the broader economic and strategic aspects of entrepreneurship. Research in this area explores how entrepreneurial ecosystems and cultures contribute to economic growth and sustainable development, reflecting the interconnected nature of economic development and entrepreneurial activities.

The insights gained from the heatmap visualization provide valuable implications for future research in social entrepreneurship and the creative economy:

#### 1. Exploring Synergies Between Social and Creative Entrepreneurship

Given the high concentration of research in both social entrepreneurship and creative industries, future research could delve deeper into the synergies and intersections between these fields. Exploring how social entrepreneurs operate within the creative sectors and how creativity can enhance social entrepreneurial ventures could yield valuable insights and innovative approaches to addressing social challenges.

## 2. Enhancing Support Systems and Ecosystems

The prominence of keywords related to support and entrepreneurial ecosystems indicates the importance of these factors in fostering entrepreneurship. Future research could focus on identifying best practices and effective strategies for developing supportive ecosystems that enable both social and creative entrepreneurs to thrive. This includes exploring policy interventions, funding mechanisms, and collaborative networks that facilitate entrepreneurial success.

## 3. Sustainability and Long-Term Impact

The emphasis on sustainability in the heatmap

suggests a growing interest in the long-term impact of entrepreneurial activities. Future research could examine how social and creative entrepreneurship contribute to sustainable development goals and the mechanisms through which they achieve lasting social and economic impact. This includes exploring the sustainability of business models, the role of innovation in driving sustainability, and the measurement of social and environmental outcomes.

## 4. Expanding Educational Frameworks

The focus on entrepreneurship education highlights the need for comprehensive educational frameworks that equip individuals with the necessary skills and knowledge. Future research could explore innovative educational approaches, curricula, and training programs that foster entrepreneurial mindsets and capabilities. This includes examining the role of experiential learning, mentorship, and interdisciplinary education in developing effective entrepreneurs.

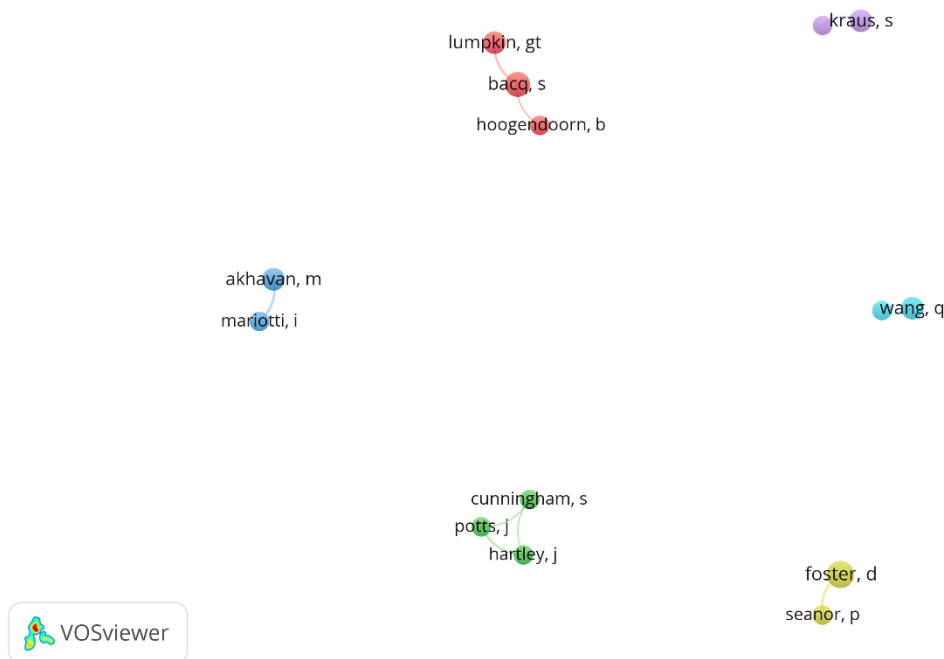


Figure 4. Author Collaboration Visualization

Source: Data Analysis, 2024

The figure presented is a co-authorship network visualization created using VOSviewer, highlighting the collaborative relationships between authors in the field of social entrepreneurship and the creative economy. Each node represents an author, and the links between nodes indicate co-authorship relationships. The size of the nodes reflects the number of publications by each author, while the thickness of the links indicates the strength of their collaborative relationships. The figure reveals several distinct clusters of authors, each representing a network of collaborations within the research field.

The red cluster features prominent authors such as Lumpkin, G.T., Bacq, S., and Hoogendoorn, B. These authors are closely linked, suggesting a strong collaborative relationship. The tight clustering indicates that they frequently co-author papers, contributing significantly to the literature on social entrepreneurship. This cluster likely represents a research group or a series of collaborative projects focusing on similar themes within the field.

In the green cluster, authors like Cunningham, S., Potts, J., and Hartley, J. are notable. Their close connections suggest active collaboration in research, likely within the realm of the creative industries. Similarly, the yellow cluster with authors such as Foster, D., and Seanor, P. indicates another collaborative network, possibly focusing on specific aspects of social entrepreneurship or the intersection of social and creative entrepreneurship.

Some authors, such as Kraus, S., and Wang, Q., appear more isolated, with fewer direct connections to other authors in the network. This isolation may indicate either a specialization in niche areas within the field or a lack of collaborative opportunities. The presence of these isolated nodes suggests that while collaboration is common, there are still many researchers working independently or in smaller, less connected groups. Additionally, the blue cluster featuring Akhavan, M., and Mariotti, I. reflects another collaborative pair, potentially focused on a unique subset of the broader research topics.

## 5. CONCLUSION

The bibliometric and co-authorship analyses of the field of social entrepreneurship and the creative economy reveal several key insights. The thematic clusters identified in the visualizations highlight the central themes of social entrepreneurship, social innovation, and the creative industries, underscoring the integrated nature of these research areas. Trends in research show a progression from foundational concepts to the integration of entrepreneurial ecosystems, sustainability, and the role of technology and support structures in fostering both social and creative enterprises. These evolving trends indicate a dynamic and expanding field, presenting

numerous opportunities for future research, particularly in exploring the synergies between social and creative entrepreneurship, enhancing support systems, and investigating the long-term impacts of these ventures. The co-authorship analysis further emphasizes the collaborative nature of this research domain, with distinct author clusters contributing significantly to the literature. However, the presence of isolated authors and smaller clusters suggests potential for greater collaboration and interdisciplinary integration. Together, these insights provide a comprehensive understanding of the current landscape and future directions for research in social entrepreneurship and the creative economy.

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