

Entrepreneurial Culture in Focus: A Systematic Review and Bibliometric Roadmap for Future Research

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Abstract

This study delves into the frontiers and future trajectories of research in entrepreneurial culture by leveraging data retrieved from the comprehensive Scopus database. Employing a rigorous systematic literature review method, we scrutinize a vast body of scholarly work to synthesize existing knowledge. Additionally, bibliometric analysis is employed to identify key trends and seminal contributions in the field. Recognizing the multifaceted nature of entrepreneurial culture, our research emphasizes the adoption of multidisciplinary perspectives, drawing insights from psychology, sociology, anthropology, and related disciplines to gain a comprehensive understanding of its intricate dynamics. Our findings highlight the significance of longitudinal studies and cross-cultural comparisons in unveiling the temporal evolution and regional variations in entrepreneurial culture. Our study also delves into the influence of education, particularly entrepreneurship training programs, on entrepreneurial culture. Moreover, we explore the intersection of cultural values, sustainability, and social entrepreneurship, revealing compelling avenues for investigation. In tandem with these insights, we introduce standardized metrics for accurate measurement of entrepreneurial culture, all while maintaining a keen awareness of the ethical implications of culture shaping. Ultimately, our research underscores the importance of translating these findings into actionable policy decisions at various levels to cultivate conducive environments for entrepreneurship. This article provides a comprehensive roadmap for scholars, policymakers, and researchers seeking to navigate the evolving landscape of entrepreneurial culture research.

Introduction

Entrepreneurship has emerged as a driving force behind innovation, economic growth, and societal transformation in an era characterized by unprecedented technological advancements, globalization, and dynamic market landscapes. Entrepreneurial culture (EC) stands as a pivotal pillar in the realm of entrepreneurship, shaping the behaviors, attitudes, and practices of individuals and organizations engaged in entrepreneurial activities (Shane, 2004). The significance of entrepreneurial culture in fostering innovation, economic development, and sustainable business growth has garnered increasing attention from scholars (Alvarez & Barney, 2007), policymakers (European Commission, 2013), and practitioners (Dyer & Breznik, 2008) alike. Central to the study of entrepreneurship is entrepreneurial culture—a multifaceted construct encompassing the values, norms, beliefs, and behaviors that shape entrepreneurial activities within a given context. The concept of EC, which has its origins in the literature on organizational culture (Schein, 1985), has been widely applied in the management and entrepreneurship literature, and in the last 20 years, this discussion has been extended to the university sector (Clark, 1998; Gibb et al., 2013; Wong, 2014). Fostering an entrepreneurial culture is viewed as one of the essential building blocks for entrepreneurship development in higher education institutions (Afriyie and Boohene, 2014; Clark, 1998). Understanding how culture influences entrepreneurial processes, strategies, and outcomes has become paramount for scholars, policymakers, and practitioners seeking to foster vibrant entrepreneurial ecosystems worldwide. The notion of entrepreneurial culture has been embraced by researchers and government entities as a means to drive economic growth and address the challenges of unemployment. (Van der Westhuizen, 2017) Entrepreneurship makes a noteworthy contribution of approximately one-third to India's Gross Domestic Product (GDP). Entrepreneurial culture is viewed as a component of national culture that promotes economic growth (Valliere, 2019). Entrepreneurial culture has highlighted and encouraged to generate income through the attitude, values, skills, and authority of groups within an organization. (Danish, Asghar, Ahmad, & Ali, 2019)

Entrepreneurial programs have been devised and executed across all continents with a view of equipping individuals to confront professional obstacles, establish their own enterprises, and generate innovative and significant resolutions to a range of emerging societal and economic issues, including but not limited to environmental concerns, poverty, social exclusion, and sustainability. The primary objective of entrepreneurship education is to foster an entrepreneurial mindset and cultivate the aforementioned skill set, thereby encouraging the development of an entrepreneurial culture. (Mwasalwiba, E.S. 2010; Romer-Paakkanen, T. & Suonpaa, M 2017). Entrepreneurial culture refers to the collective mindset, values, attitudes, and behaviors within a company or society that foster an environment conducive to entrepreneurial activities and innovation. It encompasses a range of factors that encourage individuals to identify and pursue opportunities, take calculated risks, and drive creative and strategic initiatives. It also comprehends the collective set of dynamic and innovative approaches and strategies employed by entrepreneurs in adapting to environmental changes (Lucky E.O 2011). Entrepreneurial culture promotes an atmosphere where new ideas are hailed, and individuals are empowered to think creatively and explore unconventional solutions it is associated with an assortment of positive organizational outcomes, including the generation of new business and the enhancement of firm performance (Lee & Chu, 2017).

Entrepreneurship is universal so that the economy and market include not only those born into a family and socioeconomic context, but also those who acquire the skills, competencies, values, emotions, and tools of this culture through learning and training. (Jardim. J 2020) An educational environment created to encourage the development of value propositions, unique socio-professional projects, useful products, and innovative services is necessary in order to facilitate the growth of the elements that comprise an entrepreneurial culture. (European Commission 2013).

The rapidly changing dynamics of society and the economy constantly represent challenges to entrepreneurial cultural concepts (Lange & Schmidt, 2020). Given the relative novelty of the entrepreneurial culture concept within the realm of entrepreneurship research, there exists a multitude of prospects for further investigation (Nikolova-Alexieva & Angelova, 2020). Consequently, we have identified numerous gaps in research and knowledge pertaining to this area.

However, despite the wealth of research on entrepreneurial culture, there exists a need for a comprehensive synthesis of the existing knowledge—an endeavor that requires both bibliometric analysis to identify influential research trends and systematic literature review to discern thematic patterns, gaps, and theoretical underpinnings. This article aims to bridge this gap by presenting a comprehensive examination of entrepreneurial culture research conducted between 2010 and 2023.

Prior to the present review, there has been a scarcity of literature review publications focusing on specific aspects of entrepreneurial culture in recent decades. The majority of the reviews are focused on a particular theme. None of these endeavors strives to fully encompass the comprehensive breadth of entrepreneurial culture. The presence of these gaps necessitated the integration of quantitative and qualitative methodologies in order to synthesize the existing body of literature and establish a framework for future investigations. This review provides a comprehensive overview of the latest advancements in the field, with the ultimate goal of assisting professionals, educators, and researchers.

The expansive domain of EC possesses the ability to undertake bibliometric analysis from various perspectives. The present study employed a comprehensive keyword search strategy to address the existing research gap. Furthermore, previous bibliometric research has expanded the scope of the investigation by encompassing a comprehensive range of academic resources and materials, such as articles, books, conferences, and book chapters. This inclusive approach does not impose any language restrictions and includes both qualitative and quantitative academic studies within the field of EC. The analysis involves extracting citation counts and conducting multiple-factor analysis, considering variables such as country, organizations, author, and source. The primary objective of this study is to analyze and assess the patterns and trends in EC publishing between the years 2010 and 2023. This will be achieved by examining the productivity of authors, countries, and organizations, as well as the significance of key journals, collaborative networks, and authorship patterns.

1.2 Objectives of the study:

The main intent of this study is to provide an overview of the current state of research on Entrepreneurial Culture. The ensuing inquiries will aim to determine the extent and boundaries of the study.

RQ1: What are the recent publication trends in entrepreneurial culture in terms of time, journals, disciplines, affiliated countries, and type of study?

RQ2: What are the dominant studies and themes of research in this domain?

RQ3: Which scientific journals generate the most knowledge on entrepreneurship culture?

RQ4: What are the most relevant research topics in the field of entrepreneurship culture?

2. Research Methodology

2.1 Database, Keywords and Inclusion Criteria

To obtain relevant information for this study, data were collected in July 2023 from the Scopus database, which has been recognized as user-friendly for researchers with limited experience (Burnham, 2006). The selection of Scopus was based on its high-quality abstracting and indexing capabilities, which facilitate the search for precise content. In order to fulfill the aim of this study, we employed the Systematic Literature Review (SLR) methodology in conjunction with Bibliometrics. The systematic literature review (SLR) utilizes the pre-existing body of knowledge to conduct a comprehensive analysis of research and facilitate evidence-based discourse (Alves et al., 2021; Aria and Cuccurullo, 2017). Bibliometric analysis facilitates the identification of patterns in scholarly literature by examining the quantity of publications produced within a specified study period. Carvalho et al. (2020) employed bibliometric analysis to identify the key topics, approaches, methods, and definitions pertaining to the subject matter. In order to conduct a rigorous bibliometric analysis, it is imperative to exercise meticulousness in the process of selecting relevant records from a designated database (Hasper-Tabares et al., 2017). The study utilized Scopus as a search tool to explore the topic of entrepreneurship culture, covering the time period from 2010 to 2023.

Literature search

In order to ascertain articles pertaining to Entrepreneurial Culture, the search string "Entrepreneurial Culture" was employed as the designated keyword. Although the concept emerged in 1972, there were only a few articles published on it. However, it gained significant momentum in the twenty-first century, making it a notable year in the realm of entrepreneurial culture. The time frame of 2010-2023 was chosen for the purpose of conducting a search on the articles that have been published. The study employed TITLE-ABS-KEY ("Entrepreneurial Culture") as the search term to investigate the literature containing the specified keyword. In addition to the aforementioned criteria, the search for published articles also encompasses factors such as publication stage, document type, subject area, source type, and language.

Selection Criteria

The systematic review included studies that met the following criteria for eligibility. The selected articles must meet the following criteria: (i) they must be written in English; (ii) they must have been published between 2010 and 2023; (iii) they must focus on the development and evaluation of Entrepreneurship culture. This study excluded reviews or meta-analyses, conference abstracts, comments, dissertations, or editorials from its analysis; and (iv) the subjects limited to business, management, and accounting.

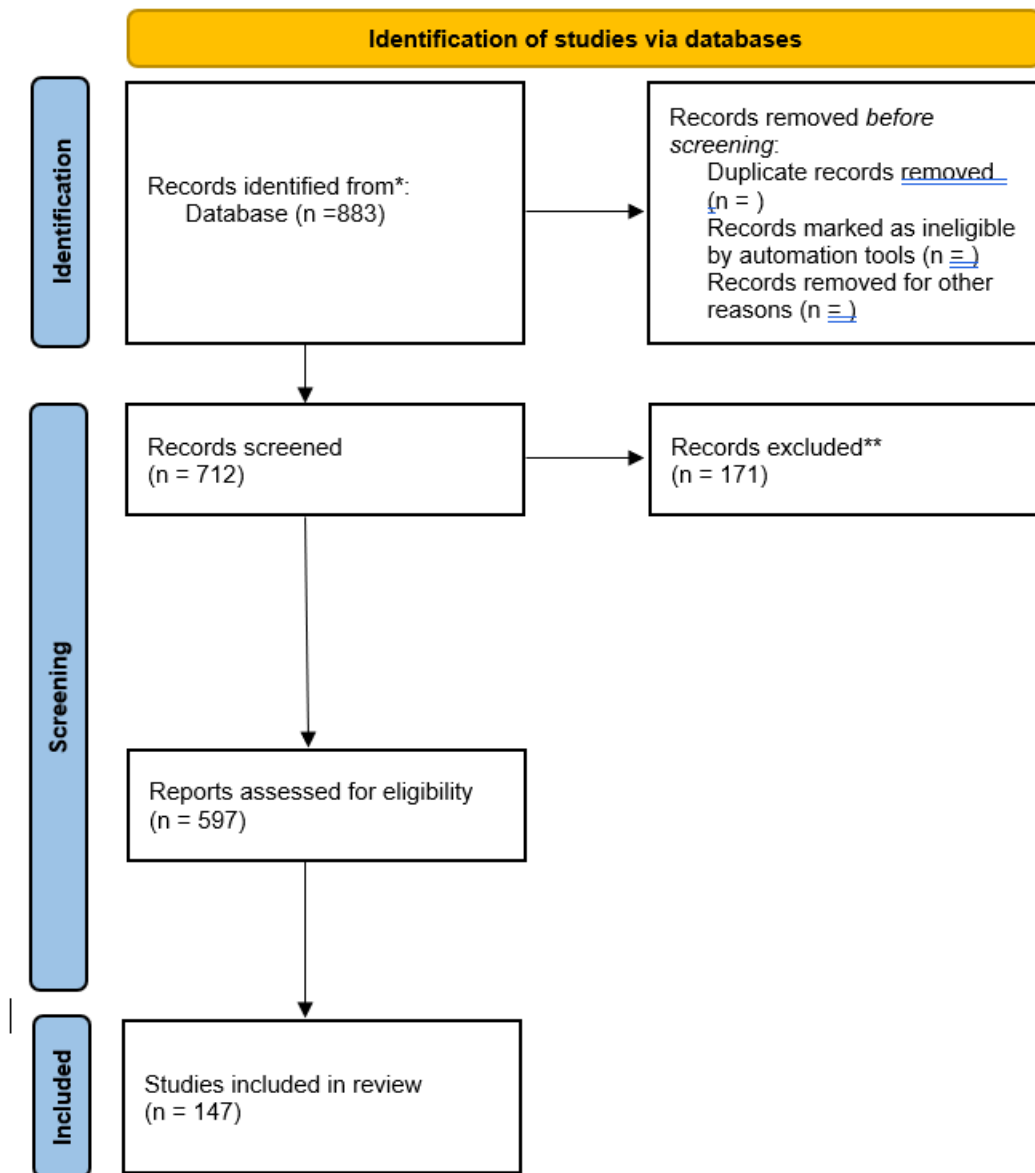


Fig.1 PRISMA Flow chart

Findings

Sample Statistics

Research on the Entrepreneurial Culture has been conducted using various research methodologies. We manually categorized the 147 documents into four distinct study approaches—empirical, conceptual/theoretical, review, and Case study analysis—in order to examine the various research methodologies employed in the domain (Brozovic, 2018). The focus of conceptual studies is the development of a conceptual framework from a theory or concept. In our context, empirical studies are those that test entrepreneurial culture among the population via surveys, examine the factors, and measure the impact of entrepreneurial education via experimentation. Review studies examine past research in retrospect, whereas meta-analysis combines and analyses the results of previous studies using a novel statistical

framework. Figure 1 depicts the proportion of various research methods utilized in entrepreneurial culture studies. 55% of the 147 papers are empirical, 22% are theoretical, 14% are case studies, and 9% are reviews. Few studies provide a proper conceptualization supported by grounded theories based on concepts and reinterpretation of existing theories, as can be inferred. Also evident is the scarcity of review studies offering current information on entrepreneurial culture.

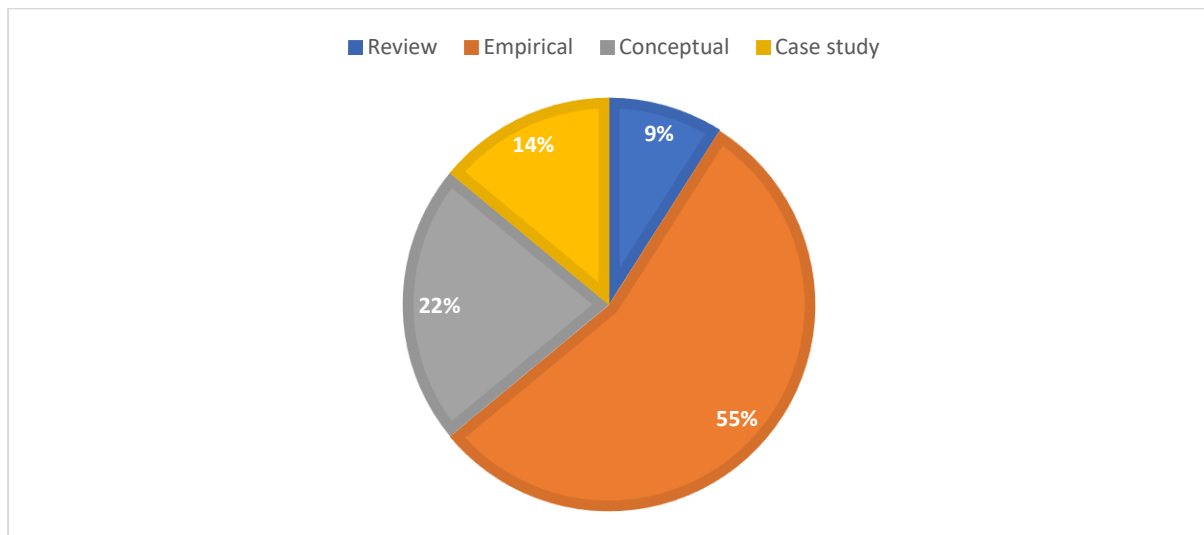


Fig.2 Sample Statistics of 147 articles

Trend of Publication in time

Figure 3 illustrates the progression of publications available in the Scopus data on entrepreneurial culture in the period 2011–2023. The data suggests a fluctuating pattern of article publication over the years, the most significant growth in publications occurred between 2018 and 2020, followed by a decline in 2021 before increasing again in 2022. The reasons for these fluctuations will help for further context or analysis, such as changes in research activity, funding, or the focus of the organization or journal publishing the articles.

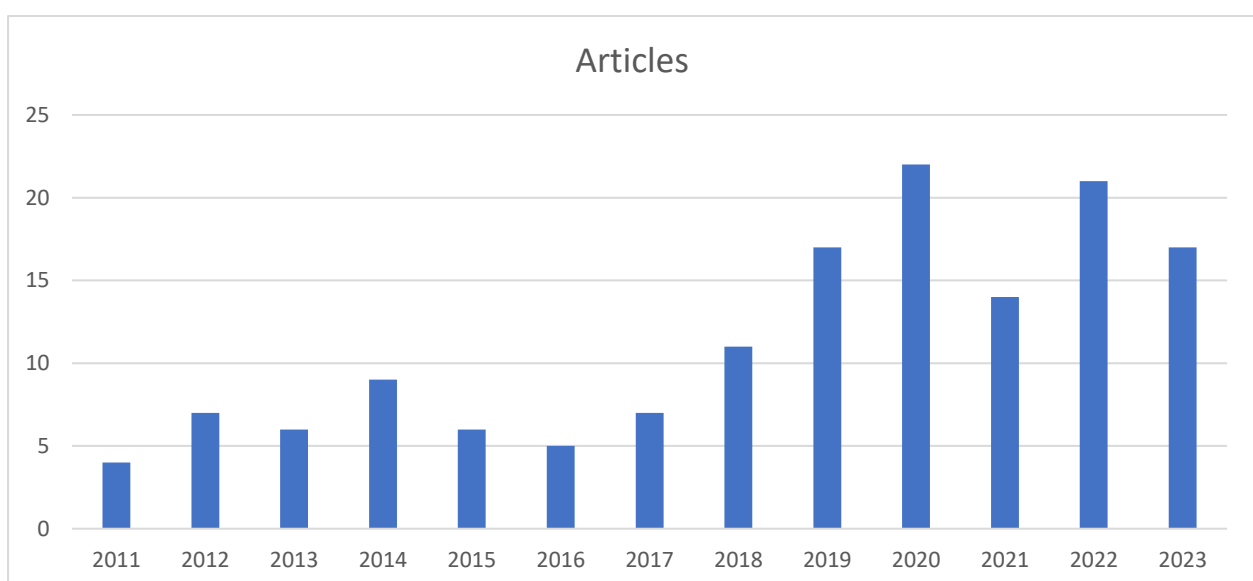


Fig. 3 Annual Publication Trend

Publication outlets

Table 1 presents the list of the most prominent journals publishing on financial literacy. Identifying the most influential journals is vital, as future researchers will be able to target these publications for publication based on these findings. The top 20 journals have published 57 of the total articles studied, representing 32.2% of the total. The sustainability journal is the most productive platform, publishing 7 articles, followed by the Mediterranean Journal of Social Sciences. Entrepreneurial culture is a matter of Business and interest in the social sciences and justifies its presence well within the scope of these journals. Furthermore, all of these journals have been indexed in Scopus which shows that the field occupies a position in the quality journals of business and management research.

Table 1 Leading Journals Publishing on Entrepreneurial Culture

JOURNAL	PUBLISHER	TP
Sustainability (Switzerland)	MDPI	7
Mediterranean Journal of Social Sciences	Mediterranean Center of Social and Educational Research	6
Small Business Economics	Springer	5
Entrepreneurial Business and Economics Review	Cracow University of Economics	4
Regional Studies	Routledge	4
Asian Social Science		3
Entrepreneurship And Regional Development	Routledge	3
International Entrepreneurship and Management Journal	Springer	3
Journal Of Entrepreneurship, Management And Innovation	Cognitione Foundation for the Dissemination of Knowledge and Science	3
Engineering Economics	Kauno Technologijos Universitetas	2
International Journal Of Entrepreneurship And Small Business	Inderscience Publishers	2
Journal Of Business Research	Elsevier Inc.	2
Journal Of Engineering Education Transformations	Rajarambapu Institute Of Technology	2
Journal Of Innovation And Entrepreneurship	Springer	2
Management Science Letters	Growing Science	2
South African Journal Of Business Management	Sabinet	2
Technological Forecasting And Social Change	Elsevier Inc.	2
Academia Revista Latinoamericana De Administracion	Emerald Publishing	1
Academic Medicine	Lippincott Williams and Wilkins	1
African Journal Of Economic And Management Studies	Emerald Group Holdings Ltd.	1

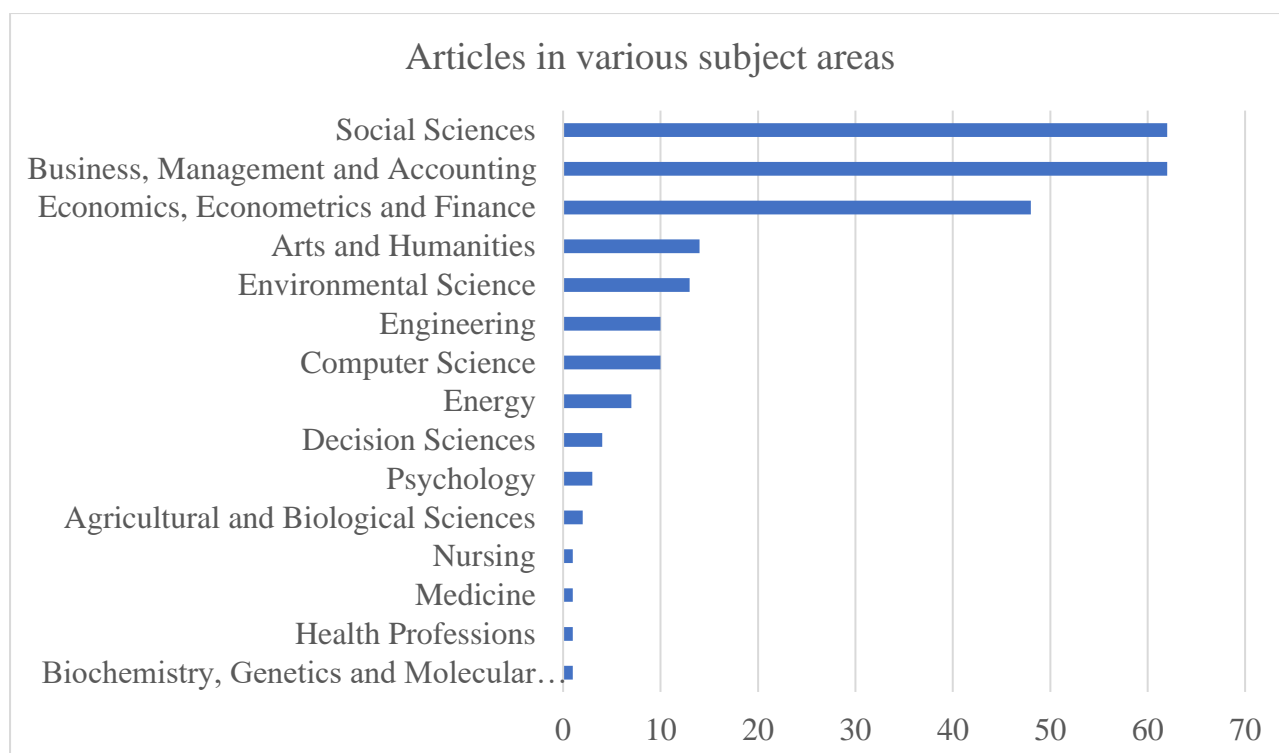


Fig.3 Disciplines of EC research on 147 papers

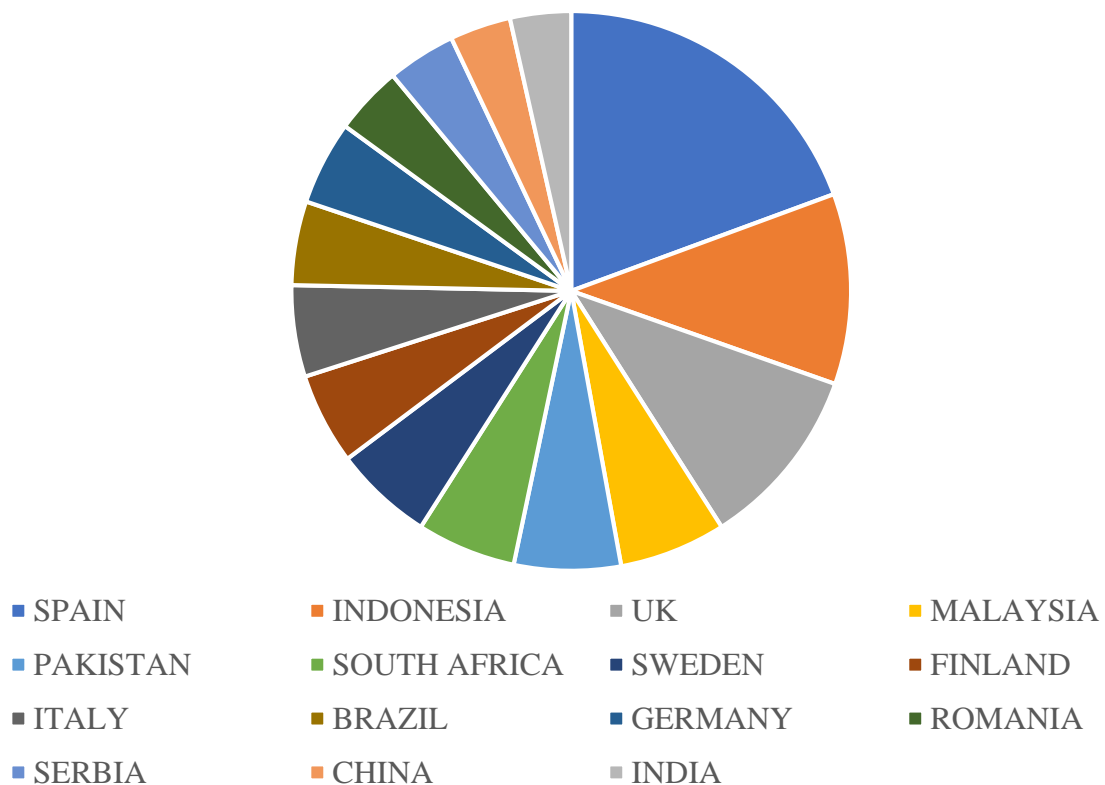
Figure 3 illustrates the strong association between the topic of Entrepreneurial culture and various disciplines, including Business management, social sciences, economics, econometrics, finance, arts, humanities, and environmental science studies. This indicates that the subject matter encompasses multiple disciplines. One notable observation pertains to the dearth of research conducted in various disciplines, including but not limited to engineering, and computer science. Extensive research has been conducted on the economic significance of entrepreneurial culture, primarily focusing on its financial implications. The field of psychology exhibits a scarcity of scholarly papers. Studying the entrepreneurial culture in developing nations presents significant challenges due to the extensive socio-economic disparities and low levels of basic literacy.

Countries publishing on entrepreneurial culture.

Table 2 and Fig. 4 presents a comprehensive overview of the publication contributions made by various countries toward the development of entrepreneurial culture. These total publications likely encompass research articles, papers, or scholarly works originating from or associated with each respective country. Spain with the highest total of 44 publications, indicating a significant level of research output. The three countries that have emerged as the frontrunners in this regard are Spain, Indonesia, followed by the United Kingdom, with 24 articles. Although the concept is still emerging, there is also a scarcity of articles produced in developed countries. There is a limited number of scholarly articles published in developing countries such as China and India. This suggests that there is potential for disseminating this concept within the specific context of India.

Table 2 Countries Publishing On EC

Country	Total Publication
Spain	44
Indonesia	25
UK	24
Malaysia, Pakistan	14
South Africa, Sweden	13
Finland, Italy	12
Brazil, Germany	11
Romania, Serbia	9
China, India	8
Australia, Belgium	6

Article Publication by Country wise**Fig. 4 Paper Contributions Country-wise****Table 3 Top publications Global cited Documents**

Article	Global Citations
LIÑÁN F (2014)	160
STUETZER M (2014)	140
DIMITRATOS P (2016)	77
FRITSCH M, (2018)	75

SPIGEL B (2013)	56
TAMAYO-TORRES I (2016)	52
STOREY C (2013)	51
WYRWICH M (2012)	42
UKPERE CL (2014)	35

Table 3 displays the 10 most-cited articles on Entrepreneurial Culture worldwide between 2010 and 2023. Global citations refer to the number of times an article is cited by other works across all databases, which includes other subject areas and research disciplines. Linan F. (2014) topped the list of global citations with 160 citations, followed by Stuetzer M. (2014) with 140 citations and Dimitratos P. (2016) with 77 citations. Linan F. (2014) is the most influential article that paves the way for future research on Entrepreneurial Culture by advancing knowledge of the entrepreneurial process for women.

Keyword Co-Occurrence Analysis

The co-occurrence network analysis investigated current topics and research frontiers regarding entrepreneurial culture themes. VOS viewer was used for the co-occurrence analysis of keywords to provide easily interpretable clusters of popular topics in the literature on entrepreneurial culture. By arranging each cluster's keywords, a unified narrative has been created. Figure 5 displays cluster 1 (red: 13), cluster 2 (green: 14), and cluster 3 (Blue: 12) based on keyword co-occurrence analysis. A threshold of 5 was maintained, and 54 keywords were returned. The cluster 1 keywords innovation, creativity, and business can be grouped under the theme "Entrepreneur." Under "entrepreneurship", Cluster 2 includes regional development, higher education, and entrepreneurial universities.

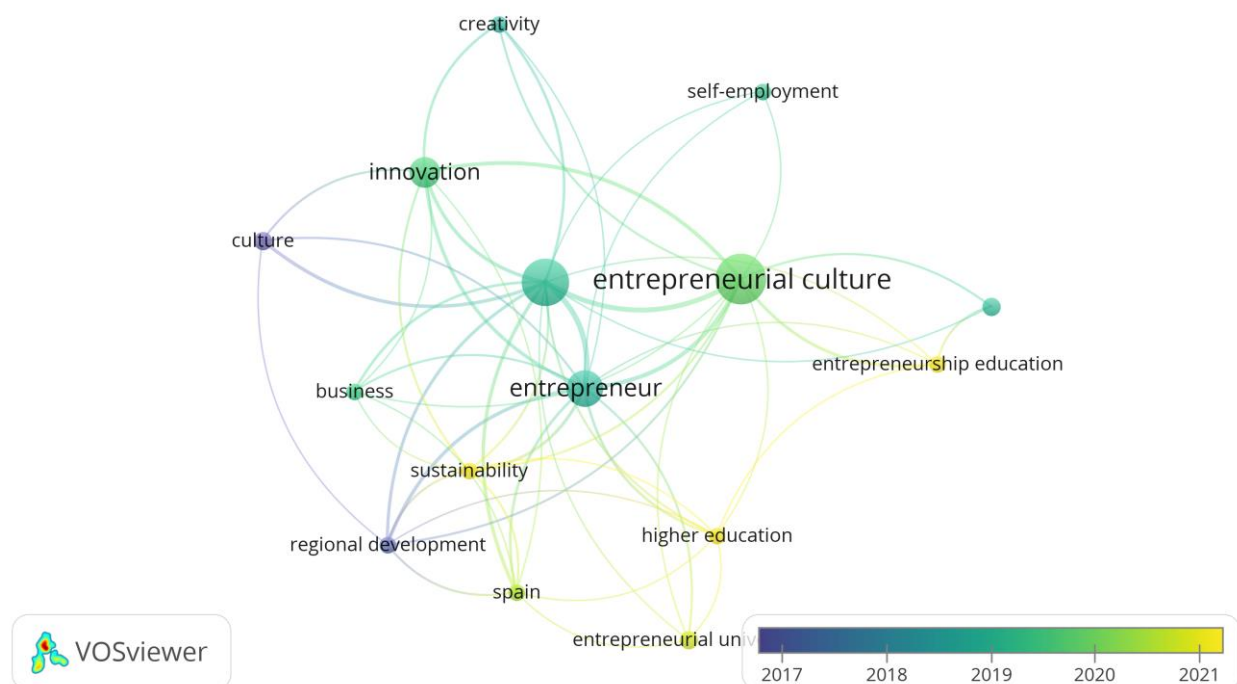


Fig.5 Keywords Co-occurrence

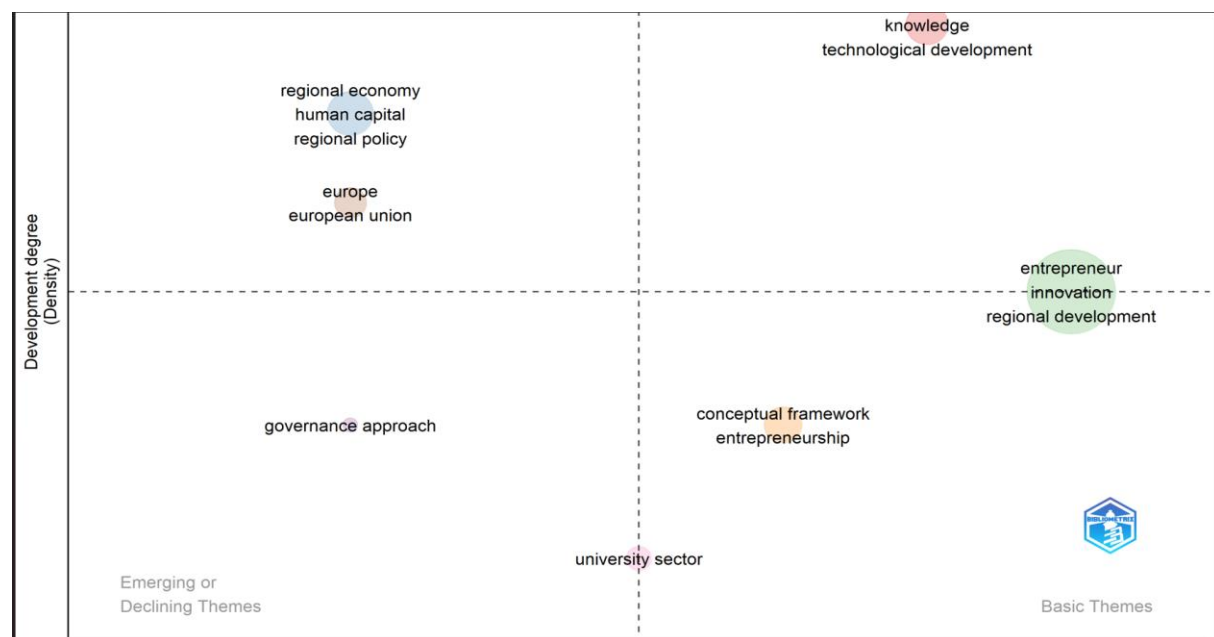
Co-occurrence of Keywords

Keyword	Occurrence	Total link strength
Entrepreneurial culture	45	39
Entrepreneurship	40	55
Entrepreneur	24	48
Innovation	17	25
Entrepreneurial university	6	6
Entrepreneurial intention	6	5
Culture	6	10
Sustainability	5	16
Spain	5	16
Self-employment	5	3
Regional development	5	17
Higher education	5	11
Entrepreneurship education	5	9
Creativity	5	9
Business	5	9

The author's keywords represent the research article's themes (Comerio & Strozzi, 2019). Using the VOS Viewer, a keyword analysis was conducted to identify the most pervasive themes within entrepreneurial culture. In 146 publications, a total of 644 keywords were identified. From 2010 to 2023, Table 4 lists the most popular keywords utilized in this study. With 45 occurrences, "entrepreneurial culture" is the keyword with the highest frequency, indicating that it is used as an influential term in the literature. Other frequently occurring terms include "entrepreneurship" (40 occurrences) and "entrepreneur" (24 occurrences). A significant finding from the analysis is that there is no unanimity on the conceptualization of entrepreneurial culture and that a lack of standardized meaning compels authors to use the terms entrepreneurial culture, entrepreneurship education, intention, and entrepreneurship interchangeably. Innovation and Entrepreneurship education are emerging themes in the domain. Entrepreneurship is the process of creating something valuable for others in the form of products or services with the goal of making a profit. (Putri, C. 2022). Entrepreneurial mindset and the need for understanding impact on entrepreneurial innovation. (Ayandibu, A. O., & Vezi-Magigaba, M. F. 2022).

Thematic Map

Figure 2 shows the thematic map, exploring the themes according to centrality and density. At the upper-right quadrant appears the motor themes (strong centrality and high density) with two bubbles, one refers to EC in the midst of knowledge and technology transfer; while the other concerns entrepreneur, innovation, and regional development. The upper left quadrant represents niche themes that highlight the bubble grouping regional economy, human capital, regional policy, and the European Union. In Figure 2 emergent themes (the lower-left quadrant) is the governance approach. This means that more research is required in the EC with a governance approach.



Discussion

Entrepreneurial culture stands as a pivotal pillar in the realm of entrepreneurship, shaping the behaviors, attitudes, and practices of individuals and organizations engaged in entrepreneurial activities (Shane, 2004). This systematic literature review and bibliometric analysis embark on a comprehensive journey to map the scholarly landscape surrounding entrepreneurial culture. Through the utilization of advanced bibliometric techniques (Van Eck & Waltman, 2010) and visualization tools like VOS viewer (Van Eck et al., 2010), we aim to uncover the key themes, influential authors, seminal works, and emerging trends in the field of entrepreneurial culture. VOS viewer, a robust software application designed for bibliometric analysis, offers a powerful means to visually represent and explore complex relationships within vast bibliographic datasets.

The Scopus database, which contains abstracts, scientific publications, and articles relating to research, is used as a source of data for this study. Scopus has emerged as a trustworthy and user-friendly tool for citation research (Gorraiz and Schloegl, 2008). A total of 147 articles were collected and analyzed. scientific production of articles, most globally cited documents, most publishing countries, and most relevant keywords, that are linked to the EC are analyzed. Findings indicate that since the field has not yet reached maturity, authors have proposed a variety of diverse issues, such as the complex factors that underpin entrepreneurial culture, the

means by which individuals can accumulate and deploy this human capital, and the identification of the target groups for government regimes on entrepreneurial education and the potential outcomes.

Limitations

All research has its own limitations. This study's search was limited to a single database, which may have resulted in the omission of relevant literature. In addition, the systematic review was limited to publications that had been peer-reviewed; therefore, different studies may be presented in other information sources, such as books or grey literature. In addition, press articles and articles published during the compilation of this study were not gathered. In addition, the entire process of searching for references was carried out by a single investigator, so inter-judge reliability and data extraction cannot be estimated. Future enhancements will also include performing the same search in other databases, such as EBSCO and WOS, to obtain potential articles that are not covered by Scopus. A manual search for additional articles, such as in the references of other articles or the grey literature, would also be useful. There are also methodological aspects that require improvement, such as the lack of methods used to assess the risk of bias in the included studies, the data preparation or synthesis, and the certainty of the body of evidence supporting a result. In order to improve the study's replicability and methodological validity and to make the research process more transparent, it will be necessary to consider and develop these aspects in future studies. The sample size ($N = 147$ papers) was relatively small, so the conclusions' applicability is constrained. Nonetheless, the sample of papers in this SLR was sufficiently robust to permit the identification of a conceptual model upon which future research may expand.

Conclusion

In this systematic literature review and bibliometric analysis, we have embarked on a journey through the intricate landscape of entrepreneurial culture to unveil recent publication trends, dominant research themes, influential journals and critical research topics. Our analysis has drawn from a wide array of academic sources, reflecting the interdisciplinary nature of entrepreneurial culture. By addressing each of the research questions, we have drawn upon the insights of prominent scholars and highlighted the richness of this interdisciplinary field. As entrepreneurial culture research continues to evolve, we anticipate that these findings will serve as a solid foundation for future research endeavors and inspire collaborative efforts to deepen our understanding of the dynamic entrepreneurship culture.

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