

Bibliometric Analysis of the Term “Entrepreneurial Motivation”

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ABSTRACT

This study presents a comprehensive bibliometric analysis of the term "Entrepreneurial Motivation," reflecting the extensive scholarly interest in the determinants that incite individuals to undertake entrepreneurial endeavors. Utilizing a dataset from reputable databases such as Scopus, this research elucidates the evolution of entrepreneurial motivation as a concept and its significance in the entrepreneurship literature. We investigate key thematic clusters, seminal works, influential authors, and collaboration patterns in the field. Additionally, we explore publication trends in leading journals and identify research lacunae and emerging trends that signal future scholarly directions. Our findings indicate a robust engagement with factors such as educational background, personal traits, and socio-economic impacts, including the influence of the COVID-19 pandemic on entrepreneurial activity. The study also highlights potential new avenues for research in areas that have yet to become prominent within the existing literature, such as the role of risk perception, necessity entrepreneurship, passion, and social responsibility in shaping entrepreneurial motivation. This analysis provides a detailed landscape of the field, contributing to a more nuanced understanding of the dynamic forces that foster and sustain entrepreneurial motivation in an ever-evolving global economy.

Keywords:

Entrepreneurial
Motivation;
Bibliometric
Analysis;
VOSviewer;
Scopus Database

INTRODUCTION

The emergence and sustenance of entrepreneurship have become focal points of extensive scholarly inquiry and practical application, attracting the attention of researchers, policymakers, and practitioners globally (Mukesh & Thomas, 2018). This heightened interest is rooted in the profound implications that entrepreneurship holds for economic development, innovation, and societal progress at various levels (Lee, 2019). Central to discussions on entrepreneurship is the concept of entrepreneurial motivation, which encompasses a diverse array of factors influencing individuals' decisions to initiate and pursue entrepreneurial ventures (ADAMU & MANSUR, 2018; Longenecker & Schoen, 1975). It serves as a fundamental driver behind individuals' willingness to confront the inherent risks, uncertainties, and challenges associated with starting and managing new businesses (Tyrkalo, 2022).

Entrepreneurial motivation embodies a complex interplay of individual, contextual, and environmental factors, making it a multifaceted construct (Yin & Wu, 2023). These factors range from personal characteristics such as risk tolerance, creativity, and resilience to external influences such as market opportunities, regulatory frameworks, cultural norms, and social networks (Caliendo et al., 2023; Saputra et al., 2023). Moreover, the evolving landscape of technology, globalization, and socio-economic dynamics introduces additional layers of complexity, reshaping the motivations that drive individuals to engage in entrepreneurial activities in contemporary society (Caliendo et al., 2023). Understanding these intricacies is crucial for devising effective strategies to support and cultivate entrepreneurial endeavors (Haq et al., 2022).

The dynamic nature of entrepreneurial motivation underscores its significance in unlocking the full potential of entrepreneurship as a catalyst for economic growth and societal advancement (Caliendo et al., 2023; J Stanković et al., 2022). It not only sheds light on the underlying mechanisms shaping entrepreneurial behaviors but also informs the development of policies, programs, and support mechanisms aimed at nurturing entrepreneurial talent, fostering innovation, and catalyzing sustainable development (Saputra et al., 2023). By delving deeper into the complexities of entrepreneurial motivation, stakeholders can gain insights into the diverse aspirations, aspirations, and motivations that drive individuals to pursue entrepreneurial paths, thus facilitating the creation of conducive environments for entrepreneurial success (Caliendo et al., 2023; Haq et al., 2022).

In essence, entrepreneurial motivation serves as the cornerstone of entrepreneurial endeavors, influencing individuals' decisions to embark on entrepreneurial ventures, navigate challenges, and ultimately contribute to economic prosperity and societal well-being (Kuswanto et al., 2023). As such, further exploration and understanding of the multifaceted nature of entrepreneurial motivation are essential for advancing our comprehension of entrepreneurship as a dynamic and transformative force in today's rapidly evolving world (Caliendo et al., 2023; Saputra et al., 2023). Through interdisciplinary research and collaborative efforts, stakeholders can harness the power of entrepreneurial motivation to drive innovation, foster economic resilience, and address pressing societal challenges (Yin & Wu, 2023).

Despite the burgeoning literature on entrepreneurial motivation, there exists a need to synthesize and analyze the vast body of research systematically. This necessitates a comprehensive understanding of the thematic landscape, seminal contributions, methodological approaches, and emerging trends within the domain. Moreover, identifying knowledge gaps and areas warranting further investigation is essential for advancing theoretical frameworks, informing empirical research, and guiding policy interventions aimed at fostering entrepreneurship. Therefore, this research aims to: (1) conduct a bibliometric analysis of the term "Entrepreneurial Motivation" across scholarly publications, (2) identify key thematic clusters, seminal works, and influential authors within the field of entrepreneurial motivation. (3) analyze temporal trends and interdisciplinary collaborations in research pertaining to entrepreneurial motivation, (4) elucidate emerging research directions, theoretical frameworks, and methodological approaches shaping the discourse on entrepreneurial motivation.

METHOD

1. Data Collection

The first step in our research methodology involves the systematic collection of relevant data from reputable academic databases such as Web of Science, Scopus, and Google Scholar. We will employ a carefully crafted search strategy using keywords such as "entrepreneurial motivation," "entrepreneurship motivation," and "motivational factors in entrepreneurship" to retrieve publications pertinent to our study. Our inclusion criteria are broad, encompassing publications that explicitly focus on entrepreneurial motivation, regardless of disciplinary background or research methodology. We will conduct our search covering publications up to the present date to ensure the inclusion of the most recent developments in the field.

2. Data Analysis

Upon gathering the relevant publications, we will employ bibliometric analysis techniques to quantitatively analyze the bibliographic data. This analysis will include examining publication trends, citation patterns, authorship networks, and thematic clusters within the literature. To facilitate this process, we will utilize specialized software such as VOSviewer to visualize bibliometric data effectively. Additionally, qualitative thematic analysis will complement our quantitative analysis by identifying emerging themes, theoretical frameworks, and methodological approaches present in the literature.

RESULTS AND DISCUSSION

1. Thematic Network Visualization

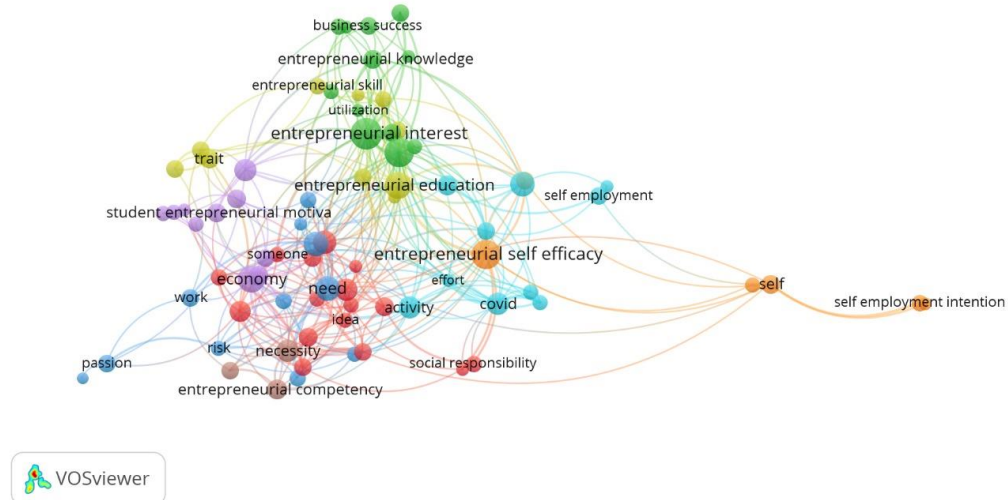


Figure 1. Thematic Network Visualization

Source: Data Analysis Result, 2024

In the visualization, thematical clusters are typically indicated by colors, with each color representing a cluster of terms that frequently occur together in the literature. The size of the nodes (circles) likely represents the frequency or weight of the terms, and the lines (edges) between them indicate the strength of the relationships or co-occurrences. In this particular network, we see a variety of terms related to entrepreneurship. Clusters can be interpreted based on the proximity and density of the nodes, as well as their color. For instance, terms like "entrepreneurial education," "entrepreneurial skill," "business success," and "entrepreneurial knowledge" form one thematic cluster that could be related to the educational and knowledge aspects of entrepreneurship. Another cluster includes "self-employment," "self-efficacy," and "self-employment intention," which seems to focus on the individual's perspective and psychological aspects of entrepreneurship. A third cluster includes terms like "economy," "need," "risk," and "necessity," suggesting a theme centered on the economic and motivational factors driving entrepreneurship.

The term "COVID" appears connected to various nodes, suggesting a discussion in the literature on the impact of the COVID-19 pandemic on

entrepreneurial activities and intentions. The visualization thus provides an at-a-glance understanding of how various themes in entrepreneurship are interrelated and which topics are currently prevalent or emerging in the academic discussion.

2. Author Collaboration Network Visualization

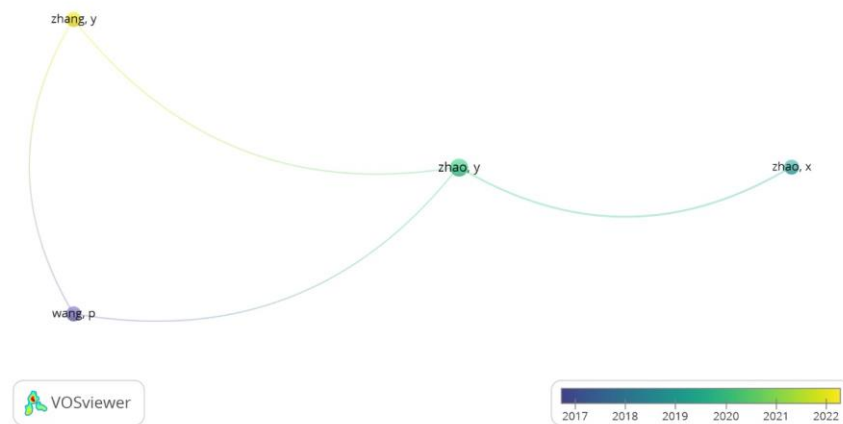


Figure 2. Author Network

Source: Data Analysis Result, 2024

This VOSviewer image represents an author collaboration network, focusing on researchers with more than five documents published on the topic of entrepreneurial motivation. Each node (labeled with an author's name) represents an author, and the lines between the nodes signify collaboration between these authors. The color of the lines and the gradient along the bottom of the image seem to represent the timeline from 2017 to 2022, indicating when these collaborations occurred. For instance, the collaboration between "zhang, y" and "wang, p" appears to have occurred closer to 2017 as indicated by the yellow coloring of the line connecting them, which is at the cooler end of the color spectrum. Meanwhile, "zhao, y" has connections that span across the timeline to both "zhang, y" and "zhao, x," suggesting ongoing collaborations over the years. This network visualization helps to understand the collaboration patterns within the research community focused on entrepreneurial motivation, revealing which authors work together and how these collaborations have evolved over time. It might also indicate key players or central authors in the field based on the number and strength of connections they have.

3. Top Literature

Table 1. Top Cited Papers in Scopus

Citation Numbers	Title	Author(s)
1,282	Entrepreneurial motivation	Shane, S., Locke, E.A., Collins, C.J.
1,065	Culture and entrepreneurial potential: A nine country study of locus of control and innovativeness	Mueller, S.L. , Thomas, A.S.
807	Entrepreneurial self-efficacy: Refining the measure	Mcgee, J.E. , Peterson, M. , Mueller, S.L. , Sequeira, J.M.
699	The entrepreneurial propensity of women	Langowitz, N. , Minniti, M.
641	Entrepreneurial Motivations: What Do We Still Need to Know?	Carsrud, A. , Brännback, M.

Citation Numbers	Title	Author(s)
638	A case for comparative entrepreneurship: Assessing the relevance of culture	Thomas, A.S. , Mueller, S.L.
582	The motivation to become an entrepreneur	Segal, G. , Borgia, D. , Schoenfeld, J.
539	Women's organizational exodus to entrepreneurship: Self-reported motivations and correlates with success	Buttner, E.H. , Moore, D.P.
419	Entrepreneurial aspirations, motivations, and their drivers	Hessels, J. , Van Gelderen, M. , Thurik, R.
381	An examination of owner's goals in sustaining entrepreneurship	Kuratko, D.F. , Hornsby, J.S. , Naffziger, D.W.

Source: Scopus Database, 2024

This table presents a list of the top-cited papers on the subject of entrepreneurial motivation according to the Scopus database, a reliable bibliometric data source. The most cited paper, with 1,282 citations, is "Entrepreneurial motivation" by Shane, Locke, and Collins, which likely provides a fundamental understanding or framework of what motivates individuals to engage in entrepreneurial activities. Such a high citation count signifies its authoritative position in the field. The second paper, with 1,065 citations, by Mueller and Thomas, explores the cultural determinants of entrepreneurial potential, specifically examining the relationship between locus of control and innovativeness across nine countries. Its impact is notable in expanding the scope of entrepreneurial studies to include cross-cultural perspectives and the role of personal traits in entrepreneurial activities.

McGee et al.'s paper, the third on the list, has 807 citations and refines the measure of entrepreneurial self-efficacy. The development of this measure is critical as it aids in the quantifiable assessment of one's belief in their ability to succeed in entrepreneurial endeavors, which is a key component of entrepreneurial research. The fourth paper by Langowitz and Minniti, cited 699 times, addresses the entrepreneurial propensity of women. This work contributes to a better understanding of gender dynamics in entrepreneurship, an important aspect considering historical gender biases in business. Following that, Carsrud and Brännback's paper asks what further knowledge is needed regarding entrepreneurial motivations. With 641 citations, this paper highlights the evolving nature of entrepreneurial studies and identifies gaps in the research, guiding future investigations.

Thomas and Mueller appear again in the sixth paper, indicating their significant influence in the field. Their paper, cited 638 times, makes a case for comparative entrepreneurship and the relevance of culture, emphasizing the need to consider the wide-ranging cultural impacts on entrepreneurship. The motivation to become an entrepreneur is specifically discussed in Segal, Borgia, and Schoenfeld's paper, which has received 582 citations, pointing to the interest in understanding the driving forces behind individual decisions to start new ventures. Buttner and Moore's work, with 539 citations, discusses the reasons women leave organizational roles for entrepreneurship, providing insight into gender-related motivational factors and correlating them with entrepreneurial success. The ninth paper by Hessels, Van Gelderen, and Thurik, cited 419 times, delves into entrepreneurial aspirations, motivations, and their drivers, thereby contributing to the psychological and behavioral understanding of entrepreneurs. Lastly, Kuratko, Hornsby, and Naffziger's study, with 381 citations, examines the goals of business owners in sustaining entrepreneurship,

which helps in understanding long-term motivation and commitment in the entrepreneurial process.

4. Top Journals

Table 2. Journals with Highest Publication

Number of Publication	Title	CiteScore (Year 2022)
19	Frontiers in Psychology	4,5
14	Sustainability (Switzerland)	5,8
17	International Journal of Entrepreneurial Behaviour and Research	9,9
13	International Journal of Entrepreneurship and Small Business	1,7
16	International Entrepreneurship and Management Journal	11,5

Source: Scopus Database, 2024

Table 2 lists journals that have published a significant number of articles on topics related to entrepreneurship, as indexed in the Scopus database. "Frontiers in Psychology" leads the count with 19 publications and has a CiteScore of 4.5 in the year 2022, which suggests a robust interdisciplinary interest in the psychological aspects of entrepreneurship. "Sustainability (Switzerland)," with 14 publications and a higher CiteScore of 5.8, indicates a strong relevance of sustainability topics within entrepreneurial research, reflecting the growing importance of environmental and sustainable practices in business. "International Journal of Entrepreneurial Behaviour and Research" stands out with a high CiteScore of 9.9, despite having 17 publications, which signifies its substantial impact and the quality of research in understanding the behavior patterns of entrepreneurs. The "International Journal of Entrepreneurship and Small Business," with 13 publications and a lower CiteScore of 1.7, may be a more specialized or niche journal, focusing on small business practices and entrepreneurial ventures. Lastly, the "International Entrepreneurship and Management Journal" shows a remarkable CiteScore of 11.5 with 16 publications, pointing to its significant influence and leading role in advancing the management aspects of international entrepreneurship. The publication numbers combined with the CiteScores indicate the journals' importance in the field of entrepreneurship and their influence on current and future research.

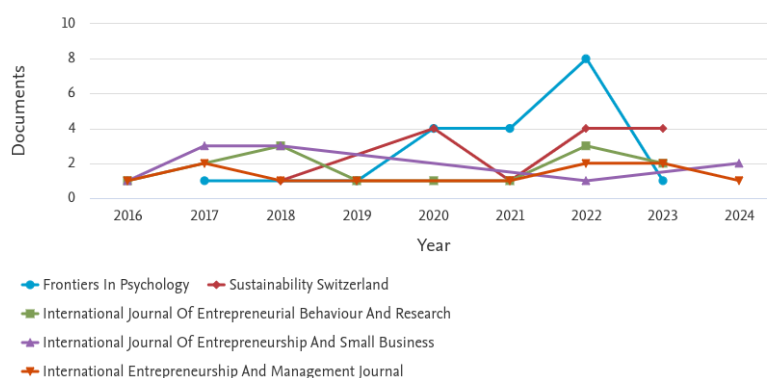


Figure 3. Publication per Year by Journals

Source: Scopus Database, 2024

The line graph from the image displays the number of documents published per year by various journals as indexed in the Scopus database, focusing on a period from 2016 to 2024. "Frontiers in Psychology" shows a general upward trend in publications over time, with a peak in 2022, indicating growing interest in the psychological aspects of entrepreneurship within this period. "Sustainability (Switzerland)" exhibits

fluctuations with a significant peak in 2021, which might reflect a surge in interest in sustainable entrepreneurship around that time, potentially due to rising global concerns about sustainability issues.

The "International Journal of Entrepreneurial Behaviour and Research" has a steady increase in publications until 2021, after which there's a sharp decline. This could suggest a shift in research trends or a transfer of academic interest to other aspects or fields within entrepreneurship. "International Journal of Entrepreneurship and Small Business" shows less overall activity compared to the others but has a notable peak in 2020, which might indicate a temporary rise in interest or a special issue publication in that year.

The "International Entrepreneurship and Management Journal" demonstrates a relatively consistent level of publications with slight variations, peaking in 2023, suggesting a stable and sustained interest in entrepreneurship management topics. Overall, the trends in publication numbers across these journals could reflect shifting academic interests, external economic or social factors influencing entrepreneurship, or the journals' publication strategies and thematic focuses over the years.

5. Research Trend Identification

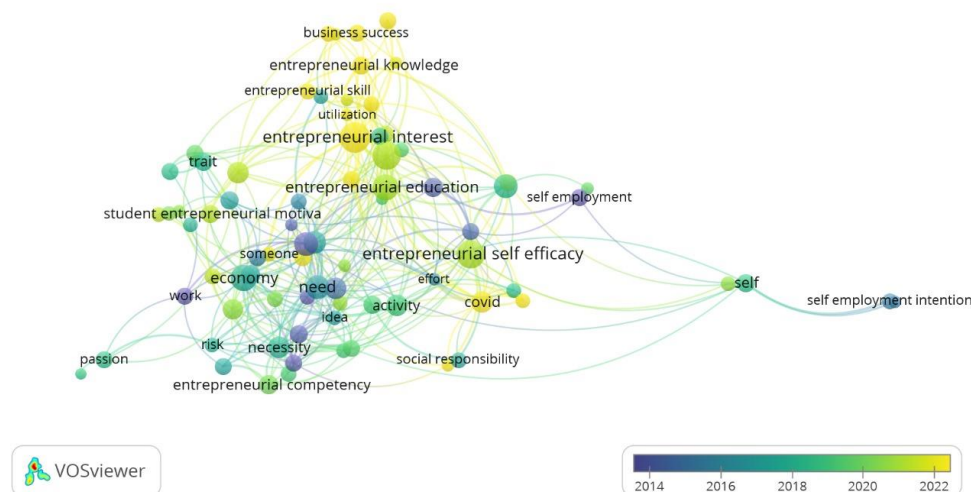


Figure 4. Overlay Visualization

Source: Data Analysis, 2024

In this VOSviewer network visualization, the color of the lines seems to represent the year of publication or the year in which the concepts were most connected in the literature. The timeline starts from 2014 and moves towards 2022, as indicated by the gradient at the bottom of the image. The clustering over time can be interpreted by looking at how the colors of the lines between terms change. For instance, terms linked with lines that are more yellow are likely associated with earlier years in the timeline, while terms connected with blue lines would be related to more recent years. From the gradient, we see that "COVID" has a connection in yellow, suggesting that this term became prominent in the entrepreneurial motivation literature around 2020, which coincides with the start of the COVID-19 pandemic.

A thematic cluster that appears to have been of consistent interest over time is centered around "entrepreneurial education," "entrepreneurial knowledge,"

6. Future Study Suggestion



The term "passion" is another potential research avenue, as understanding the role of passion could yield insights into long-term business engagement and resilience. Lastly, "social responsibility" is an increasingly important topic as businesses are more and more expected to contribute to social goals. Future research in this area could focus on how social responsibility influences entrepreneurial motivation, particularly within the context of social enterprises and environmentally sustainable business

models. These areas, being less highlighted in the current research landscape, could offer fertile ground for new inquiries and contributions to the field.

Discussion

The analysis of the research findings provides insights into the trends, focuses, and relationships within the study of entrepreneurial motivation. The thematic network visualization reveals different clusters related to entrepreneurship, such as one focused on educational and knowledge aspects of entrepreneurship and another on the individual psychological perspectives. The prominence of terms related to COVID-19 underscores the impact of the pandemic on entrepreneurial activities and intentions.

The author collaboration network highlights connections between researchers working on entrepreneurial motivation, revealing strong collaborations that have evolved over time. This suggests that the field has been developing and gaining momentum, as evidenced by sustained relationships between authors over the years. The analysis of the top-cited literature further emphasizes the influence of certain papers and authors in shaping the research on entrepreneurial motivation, with notable attention to cultural and psychological factors.

The visualizations point to potential areas for future study, particularly around underexplored concepts such as risk, necessity, passion, and social responsibility. These topics could provide fertile ground for new research and a deeper understanding of how different factors influence entrepreneurial motivation. Continued research in these areas could offer valuable insights into emerging trends and the evolving landscape of entrepreneurship.

CONCLUSION

Throughout our exploration of various datasets and visualizations related to entrepreneurial motivation, we've uncovered a multifaceted picture of the field as reflected in academic literature and publication trends. The bibliometric network analysis revealed key thematic clusters that have been central to entrepreneurship research, such as educational background, personal traits, and the impact of the COVID-19 pandemic on entrepreneurial activity. We also examined the significance of the most cited papers, which have laid the groundwork for understanding entrepreneurial motivation through psychological, cultural, and gender perspectives. The publication trends in prominent journals highlighted the ebb and flow of research interest over time, with peaks suggesting the emergence of special issues or heightened interest due to external events. Furthermore, the potential for future research was identified in less explored areas like risk management, the essence of entrepreneurial necessity, the role of passion in entrepreneurship, and the integration of social responsibility. Collectively, this analysis underscores a dynamic and evolving field, enriched by diverse inquiries and contributions, yet still ripe with opportunities for new research to address less illuminated aspects of entrepreneurial motivation.

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