

Research Article

Entrepreneurship and Strategy: Analyzing Themes from Bibliometric Studies in the Light of the Concept of Strategic Entrepreneurship

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ABSTRACT

Entrepreneurship and strategy have common interests of research and they are close fields of studies; however, it is important to know the boundaries of each research field to preserve the identity of each discipline, as well as to advance in the comprehension of the strategic entrepreneurship domain. This research aims to identify common and distinct themes between entrepreneurship and strategy to understand the boundaries of each discipline, the interfaces between them, as well as contribute to the discussion of the strategic entrepreneurship concept. A scoping literature review was carried out about bibliometric studies on entrepreneurship, strategy, and entrepreneurship and strategy together. From 62 bibliometric studies in entrepreneurship, 18 in strategy, and 22 in entrepreneurship and strategy, a thematic analysis was performed. Entrepreneurship bibliometric resulted in 25 themes, strategy in 9 themes, and 12 in entrepreneurship and strategy together. This research presents a theoretical contribution to the field of research in entrepreneurship, strategy, and strategic entrepreneurship. Comparing the bibliometric studies in each field evidenced what are the themes focused on each discipline. To the concept of strategic entrepreneurship, results of this research contribute to advance in the comprehension of what can be entrepreneurship and what can be strategy in the concept, as the gap of studies. Furthermore, this study provides inputs about contexts of study to strategic entrepreneurship, such as familiar, social, and sustainable ventures.

Keywords: strategy; entrepreneurship; bibliometric; strategic entrepreneurship

JEL Codes: M1; M2; M31; M41; M5

INTRODUCTION

Entrepreneurship is a multidisciplinary and dynamic field with focus on opportunities and new businesses (Cornelius, Landström, & Persson, 2006; Gartner, Davidsson, & Zahra, 2006; Ireland & Webb, 2007b; Stuart & Sorenson, 2008). In turn, the field of strategy focuses on internal and external aspects of the organization, such as the relationship between structure and strategy (Chandler, 1962; Höskisson, Hitt, Wan, & Yiu, 1999; Porter, 1985). Both disciplines have common interests of research (Hitt & Ireland, 2000; Shane, 2012), what sometimes blurs the boundaries between them. They are close fields of studies; however, it is important to know the boundaries of each research field to preserve the identity of each discipline.

Furthermore, the concept of strategic entrepreneurship, understood as “an entrepreneurial action with a strategic perspective, a dual focus on creating change” (Agarwal, Audretsch, & Sarkar, 2010, p. 273), represents the symbiotic relationship between strategic management and entrepreneurship (Ireland & Webb, 2007b). This relationship, nevertheless, is not enough developed in the literature. For instance, Simsek, Heavey, and Fox (2017) underscored that strategic entrepreneurship remains “ill-defined and under-developed as a theoretical construct” (Simsek, Heavey, & Fox, 2017, p. 505). They argue that it is not known what the strategic dimension of strategic entrepreneurship is, as well as what is the entrepreneurial dimension of strategic entrepreneurship. In addition, Kuratko and Audretsch (2009) underscored that many important questions and boundary conditions related to strategic entrepreneurship need to be discussed (Kuratko & Audretsch, 2009).

Considering that the intersection of strategy and entrepreneurship is critical to the domain of strategic entrepreneurship that involves the identification and exploitation of opportunities, while “simultaneously creating and sustaining a competitive advantage” (Kuratko & Audretsch, 2009, p. 13), the assumption of this research is that topics of bibliometric research in entrepreneurship and strategy are important to elucidate the boundaries of each research field. At the same time, this discussion is important to advance in the concept of strategic entrepreneurship, evidencing strategy and the entrepreneurial dimensions.

Given that, this research was guided by the following research questions: What are the topics of research in entrepreneurship and in strategy? What are the common and distinct themes between entrepreneurship and strategy? Do common themes relate to the concept of strategic entrepreneurship? The research aims to identify common and distinct themes between entrepreneurship and strategy in order to understand the boundaries of each discipline, the interfaces between them, as well as contribute to the discussion of the strategic entrepreneurship concept. Considering that bibliometric studies provide possibility to identify themes evolved in disciplines (Ferreira, Storopoli, & Serra, 2016), this research had as a starting point scoping literature review to identify bibliometric studies in strategy, in entrepreneurship, and in strategy and entrepreneurship. In the sequence, a thematic analysis was performed in each one of the three topics (strategy, entrepreneurship, entrepreneurship and strategy). Finally, the themes were compared and discussed, in the light of the concept of strategic entrepreneurship.

This article is structured in five topics. Besides this introduction, the second topic discusses the field of research in entrepreneurship and strategy, as well as the concept of strategic entrepreneurship. In the sequence, the methodological procedures are presented, followed by results and discussions. The article ends with final considerations and suggestions for future studies.

ENTREPRENEURSHIP AND STRATEGY AS RESEARCH FIELDS

The origin of entrepreneurship as a research field is related to the foundations of economics (Matthews, Chalmers, & Fraser, 2018). The field developed in an evolutionary way (Gartner et al., 2006; Landström & Harirchi, 2018; Short, Ketchen, Combs, & Ireland, 2010) and presents a methodological and analytical pluralism and heterogeneity (Audretsch, 2012).

Landström (2008) classifies the development of the entrepreneurship in three phases: (a) emergency; (b) growth (from 1990); and (c) domain (from 2000). The trajectory of the field was influenced by the following important points: (a) the approach of creation of new markets; (b) the Schumpeterian school; (c) Kirzner's school of opportunities; (d) the Knightian school, emphasizing risk and decision; (e) integrative approach, influenced by Mark Casson, emphasizing entrepreneurship as a process of market; (f) characteristics of the entrepreneur as an individual; (g) evolution of entrepreneurship and entrepreneurship as a process; (h) survival and growth business approach (Landström, Harirchi, & Aström, 2012). In the domain phase, that is, from 2000, the field is influenced by Shane and Sarasvathy (Landström & Harirchi, 2018). Shane (2012) introduced the processual approach, in which opportunities and individual are central to the phenomenon. With that, opportunity became a key term in the field (Matthews et al., 2018).

Given that, innovation, risk, opportunities, uncertainty, business development (including social and sustainable entrepreneurship), and wealth value are among the central topics in entrepreneurship (Landström, Harirchi, & Astrom, 2012; Landström & Harirchi, 2018; Matthews et al., 2018). It is important to highlight that entrepreneurship can be analyzed in several levels of analysis. The phenomenon can be described by the micro (individual), intermediate (firm), or macro level (environment) (Gartner, 1985). Another focus of analysis concerns the diverse possibilities of understanding the entrepreneurial action, which can be processual, causal, effectual, or bricolage (Fisher, 2012).

In the strategy field, the 1960s represent the field start, and the first academic research published was titled *Strategy and structure*, published by Alfred Chandler Jr. (1962). In the initial period, studies were more concentrated on best strategic practices of companies (Höskisson, Hitt, Wan, & Yiu, 1999). The development of the field was launched by the emergence of the *Strategic Management Journal* (SMJ). In addition, studies on the economics of industrial organization (EOI) became prominent, especially based on the propositions of Porter (1980, 1985) and Ramos-Rodriguez and Ruiz-Navarro (2004). In the 1990s, the resource-based view (RBV) approach, supported by Wernerfelt (1984) and Barney (1991), originated in firm-specific resources, influenced the field. In recent years, derived from the RBV approach, and with elements of the

evolutionary economy, the approach of dynamic capabilities has developed. Furrer, Thomas, and Goussevskaia (2008) mention that, among the texts quoted in the strategy area in recent years, these can be highlighted: Teece, Pisano, and Schuen (1997), Eisenhardt and Martin (2000), and absorptive capacity by Cohen and Levinthal (1990). Another emerging theme is entrepreneurial orientation (Campos, Parra, & Parellada, 2012), originated in Miller (1983), with consequent contributions by Lumpkin and Dess (1996) and Covin and Wales (2012).

The proximity of entrepreneurship and strategy is mentioned by Ronda-Pupo (2015). He analyzed the articles published in the *Strategic Management Journal* (SMJ) until 2013 and identified that entrepreneurship is one of the main themes of study in the field of strategy. In addition, Venkataraman and Sarasvathy (2001) argue that entrepreneurship and strategy are inseparable. The creation of the *Strategic Entrepreneurship Journal* (SEJ) in 2007, dismembered from the SMJ, is a testimony of convergence between the fields of research.

Strategic entrepreneurship

Hitt, Ireland, Camp and Sexton (2001) introduced the concept of strategic entrepreneurship, as the intersection between entrepreneurship and strategy. As pioneers in the study of strategic entrepreneurship, Ireland, Hitt and Sirmon (2003) argue that the central elements to strategic entrepreneurship come from two models: (a) Ireland, Hitt, Camp and Sexton (2001), which mentions as central elements to strategic entrepreneurship: innovation, networks, internationalization, organizational learning, growth, top management teams, and governance; (b) Hitt et al. (2001), which includes the following elements: external networks and alliances, resources and organizational learning, innovation and internationalization. Resources, competencies, and capabilities strengthened the strategic focus of the model.

Ireland et al. (2003) improved their previous model and introduced the following elements: an entrepreneurial mindset (encompassing insight, alertness, and flexibility to use appropriate resources), entrepreneurial leadership and culture (innovation and creativity are expected), strategic management of resources (including financial, human, and social capital), and creativity to develop innovations (radical and incremental). According to this model, the integration of the three dimensions results in wealth creation. In 2007, Ireland and Webb pointed out that strategic entrepreneurship is a balance between opportunity-seeking (exploration) and advantage-seeking (exploitation) behaviors, and continuous innovation is important (Ireland & Webb, 2007a; 2007b; 2009).

Therefore, strategic entrepreneurship is related to initiatives in search for competitive advantage, pursuit of opportunity, new entry into products, markets, processes, or technological innovations (Agarwal, Audretsch, & Sarkar, 2010; Autio, 2017). The entrepreneurship aspect of strategic entrepreneurship highlights the importance of exposure and alertness to emerging opportunities, whereas the strategic management side emphasizes the role of deep knowledge and strong expertise for exploiting those opportunities (Zhao, Ishihara, & Jennings, 2020).

Another element introduced in the strategic management construct is the internationalization (Agarwal, Dushnitsky, Lumpkin, Wright, & Zott, 2017; Autio, 2017). International entrepreneurship can meet the criterion of being strategic when

“internationalization leads to the creation of unique, valuable, and difficult-to-imitate resource combinations across national borders or perhaps when a cross-border operation drives the creation of organizational capabilities that are more effective and dynamic than what would normally be possible through a domestic operation” (Autio, 2017, p. 211).

However, strategic entrepreneurship as a theoretical construct is not enough developed (Simsek, Heavey, & Fox, 2017). For instance, Luke, Kearins, and Verreynne (2010) argue that the existent models do not capture the nature of strategic entrepreneurship and that they are not enough to characterize the integration of entrepreneurship and strategy. For the authors, “a strategic approach to entrepreneurship involves the promotion of activity which is both entrepreneurial, and leverages from an organization’s core skills and resources” (Luke, Kearins, & Verreynne, 2010, p. 333). They argue that the focus on resources (the resource-based view) and competencies is important and suggest a conceptual framework that constitutes a distinct concept of strategic entrepreneurship, summarized in: (a) Strategic entrepreneurship is a distinct process, based on bringing something new to the market; a combination of innovation, opportunity identification, and growth; (b) Strategic entrepreneurship is a process represented by four key aspects: entrepreneurial activity; applied in the strategic context of businesses; which develop expertise within their core skills and resources; and take advantage of that by transferring and applying their knowledge of those skills and resources to new products, services, or markets.

There is a lack of consensus about the research agenda. Besides the internationalization (Agarwal, Dushnitsky, Lumpkin, Wright, & Zott, 2017; Autio, 2017), Webb, Ireland and Ketchen (2014) suggest the topic of informal economy and Gölgeci, Larimo, and Arslan (2017) mention the following topics: bricolage, business model, institutional work, and entrepreneurial orientation.

Another critical aspect in the strategic entrepreneurship theoretical construct is the necessity to distinguish large and small firms in the models (Folta, 2014; Kraus & Kauranen, 2009). The level of analysis is also critical. While Agarwal, Audretsch, and Sarkar (2010) argue that strategic entrepreneurship encompasses actions undertaken by individuals, teams, and firms, in an intra- or interorganizational perspective, Foss, Klein, Kor, and Mahoney (2008) argue for the necessity to advance concerning the role of subjectivism.

RESEARCH METHOD

This research was developed through a scoping literature review, following Rumrill, Fitzgerald, and Merchant (2010). The topics of review are bibliometric studies on entrepreneurship and strategy. Bibliometric studies were chosen because bibliometric methods produce a spatial representation and structural images of a research field, enabling the identification of research subfields (Zupic & Čater, 2015). The study is based on a script adapted from Rumrill et al. (2010),

developed in six stages: (a) delimitation of the research question; (b) choice of data sources; (c) selection of strings; (d) definition of inclusion and exclusion criteria; (e) evaluation of selected articles; (f) interpretation and synthesis. Figure 1 shows the steps followed.

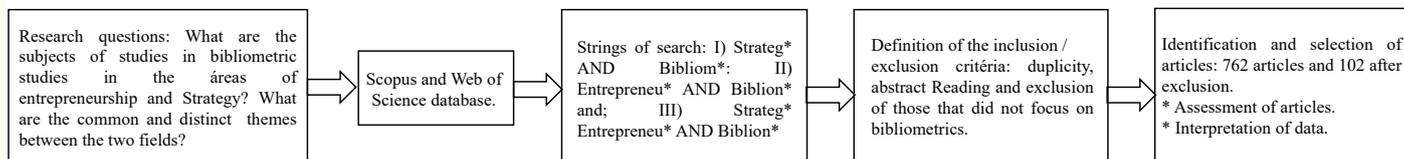


Figure 1. Stages of the scoping literature review

The search was performed in the electronic databases Scopus and Web of Science, both multidisciplinary databases. The Web of Science acts with citation index. Data collection was performed in January 2019. Only articles published in scientific journals were selected as filtering criteria. The initial survey used as an inclusion criterion the keywords, abstracts, and titles of articles, identified from three search strings: I) Strateg* AND bibliom*; II) Entrepreneu* AND Bibliom*, III) Strateg* Entrepreneu* AND Bibliom*. The choice of these search terms shows the three stages of the study: first on the bibliometric studies on strategy, then on bibliometric studies on entrepreneurship, and finally, bibliometric studies with the two issues together.

In the first stage, 1,712 articles were identified, of which 1,481 resulted from the string I (Strateg* AND Bibliom*), 171 resulting from string II (Entrepreneu* AND Bibliom*), and 60 articles resulting from string III (Strateg* Entrepreneu* AND Bibliom*). A file has been created for each search string and results were transported to Excel. Based on the title of the articles, the duplicate articles were removed by search string. The total exclusion was 23 articles. Considering that, duplicate articles were verified by string, and some articles are in more than one file. This is the case of the following articles: (a) Martens, Lacerda, Belfort and Freitas (2016): “Research on entrepreneurial orientation: Current status and future agenda.”; (b) Ferreira, Fernandes and Ratten (2016): “A co-citation bibliometric analysis of strategic management research.”; (c) Di Stefano, Garmbardella and Verona (2012): “Technology push and demand-pull perspectives in innovation studies: Current findings and future research directions.”

It is important to clarify that the criteria of selection of articles were based on title, keywords, and abstract. This information was given by the authors. Hence, if an author classified the article in both fields, it was preserved according to the information of the author.

All titles and keywords of the articles were read by all researchers and the articles that did not fit the scope of the research were removed from each database – for instance, those that use the word ‘strategy,’ but were not in the field of study. In this case, 762 articles remained from the three search strings: 615 from the string I, 94 from the string II, and 53 from the string III. Then, all abstracts were read by all researchers and those articles that were not in fact a bibliometric study were removed from each database, leaving 102 articles.

The final sample consisted of 102 articles: 18 of string I; 62 of string II; and 22 of string III. The 102 articles were read in full and the data systematized in one file in Excel software. To ensure greater consistency to the data, the information was reviewed by at least two authors.

Initial analysis included citations and journals analyses, identifying the most cited articles with the greatest impact in the research fields (Ellegaard & Wallin, 2015; Wallin, 2005; Zupic & Čater, 2015). In the sequence, a thematic analysis was performed (Braun & Clarke, 2006). This allowed pointing out the themes and subtopics studied in each area (Tables 2 and 4) as well as the themes and subtopics together (Table 6).

RESULTS

In this section, the results from the three analyzed topics are displayed. First, data from bibliometric studies in strategy are presented, followed by bibliometric studies in entrepreneurship. After this, the data from the bibliometric studies with both themes are presented – entrepreneurship and strategy.

Bibliometric studies in strategy

The first bibliometric study in strategy was published in 2004, and is the most referenced, with 960 quotations. This article is a bibliometric study of articles published in the *Strategic Management Journal* from 1980 to 2000. As the most referenced, it can be considered the most important in influencing other publications (Zupic & Čater, 2015). The second most referenced (481) was published in 2008 and is an analysis of author co-citation, published in the *Strategic Management Journal*. In the sequence, quoted 248 times, is the bibliometric study about dynamic capability, published in the *International Journal of Management Review*. Table 1 shows the eighteen bibliometric studies in strategy.

Table 1

Bibliometric studies in strategy

| Title of the article | Authors | Year | Cited |
|---|---|------|-------|
| Changes in the intellectual structure of strategic management research: A bibliometric study of the Strategic Management Journal, 1980-2000 | Ramos-Rodríguez and Ruíz-Navarro | 2004 | 960 |
| The intellectual structure of the strategic management field: An author co-citation analysis | Nerur, Rasheed and Natarajan | 2008 | 481 |
| The dynamic capability view in strategic management: A bibliometric review | Vogel and Güttel | 2012 | 248 |
| Research on entrepreneurial orientation: Current status and future agenda | Martens et al. | 2016 | 36 |
| A co-citation bibliometric analysis of strategic management research | Ferreira, Fernandes and Ratten | 2016 | 27 |
| Mapping the institutional collaboration network of strategic management research: 1980-2014 | Köseoglu | 2016 | 22 |
| Relative absorptive capacity: A research profiling | Martinez, Jaime and Camacho | 2012 | 19 |
| Uma análise bibliométrica de literatura sobre estratégia e avaliação de desempenho | Lacerda, Ensslin and Ensslin | 2012 | 17 |
| Trends in international strategic management research from 2000 to 2013: Text mining and bibliometric analyses | White, Guldiken, Hemphill, He and Khoobdeh | 2016 | 17 |
| Assessing the origins, evolution and prospects of the literature on dynamic capabilities: A bibliometric analysis | Albort-Morant, Leal-Rodríguez, Fernández-Rodríguez and Ariza-Montes | 2018 | 9 |
| The dynamic capabilities perspective of strategic management: A co-citation analysis | Fernandes et al. | 2017 | 9 |
| Progress, maturity or exhaustion? Sources and modes of theorizing on the international strategy performance relationship (1990-2011) | Martin and Oeвер | 2013 | 7 |
| A bibliometric study of the resource-based view (RBV) in international business research using Barney (1991) | Ferreira, Serra, Costa and Almeida | 2016 | 7 |
| Can resources act as capabilities foundations? A bibliometric analysis | Álvarez-Melgarejo and Torres-Barreto | 2018 | 6 |
| Absorptive capacity, alliance portfolios and innovation performance: An analytical model based on bibliographic research | Macedo-Soares; Barboza and Paula | 2016 | 2 |
| Nordic strategy research — topics, theories, and trends | Schriber | 2016 | 2 |
| Absorptive capacity and innovation: An overview of international scientific production of last twenty-five years | Rossetto, Carvalho, Bernardes and Borini | 2017 | 0 |
| Strategy and public relations: A bibliometric comparative study | Compte-Pujol, Matilla and Hernández | 2018 | 0 |

According to the data in Table 1, bibliometric studies in strategy were published from 2004 (one article) until 2018 (three articles). The largest number of publications occurred in 2016 (seven studies). The second and third articles most quoted focused on the structure of strategic management and the dynamic capability approach, respectively: (a) “The intellectual structure of strategic management field: The author co-citation analysis,” published in 2008, quoted 481

times; and (b) “The dynamic capability view in strategic management: A bibliometric review,” published in 2012 and quoted 248 times.

After reading the abstracts, they were classified into themes, as can be seen in Table 2. The nine themes in bibliometric studies in strategy were: international strategy, dynamic capabilities, performance, entrepreneurial orientation, absorptive capacity, strategy and public relations, and contexts.

Table 2

Themes in strategy bibliometric studies

| Themes/Subthemes | Authors/Year |
|---|---|
| Themes: International strategy Subtopics: International strategic management; resource-based view and international strategy | Ferreira, Serra, et al. (2016); Martin and Oever (2013); White et al. (2016) |
| Themes: Dynamic capabilities Subtopics: Portfolio and innovation; relation between resources and capabilities | Albort-Morant et al. (2018); Álvarez-Melgarejo & Torres-Barreto (2018); Vogel and Güttel (2012) |
| Themes: Performance | Lacerda et al. (2012) |
| Themes: Entrepreneurial orientation | Martens et al. (2016) |
| Themes: Absorptive capacity Subtopics: Absorptive capacity and innovation; absorptive capacity and knowledge | Martinez et al. (2012); Rossetto et al. (2017) |
| Themes: Strategy and public relations | Compte-Pujol et al. (2018) |
| Themes: Strategy and contexts | Schriber (2016) |
| Themes: Co-citation analysis Subtopics: Networks, researchers and institutions; co-citation of dynamic capabilities | Köseoglu (2016); Ferreira, Fernandes and Ratten (2016); Fernandes et al. (2017); Nerur et al. (2008); |
| Themes: Evolution of studies | Ramos-Rodríguez & Ruíz-Navarro (2004) |

Bibliometric studies in entrepreneurship

The second step of the research consisted of bibliometric studies in entrepreneurship. In Table 3, a total of 62 articles can be seen. The two most mentioned articles were published in 2006 and 2012, respectively.

Table 3

Bibliometric studies in entrepreneurship

| Title of the article | Authors | Year | Cited |
|--|---|------|-------|
| Entrepreneurial studies: The dynamic research front of a developing social science | Cornelius, Landström and Persson | 2006 | 294 |
| Technology push and demand-pull perspectives in innovation studies: Current findings and future research directions | Di Stefano et al. | 2012 | 292 |
| Scholarly communities in entrepreneurship research: A co-citation analysis | Schildt, Zahra and Sillanpää | 2006 | 259 |
| Social innovation research: An emerging area of innovation studies? | Van der Have and Rubalcaba | 2016 | 254 |
| Are you talking to me? The nature of community in entrepreneurship scholarship | Gartner, Davidsson and Zahra | 2006 | 179 |
| Entrepreneurship research (1985-2009) and the emergence of opportunities | Busenitz, Plummer, Klotz, Shahzad and Rhoads | 2014 | 135 |
| The emergence of the knowledge spillover theory of entrepreneurship | Ghio, Guerini, Lehmann and Rossi-Lamastra | 2014 | 126 |
| Mapping the (in)visible college(s) in the field of entrepreneurship | Teixeira | 2011 | 93 |
| A bibliometric analysis of social entrepreneurship | Rey-Martí, Ribeiro-Soriano and Palacios-Marqués | 2016 | 76 |
| A bibliometric analysis of international impact of business incubators | Albort-Morant and Ribeiro-Soriano | 2016 | 71 |
| Twenty years of rural entrepreneurship: A bibliometric survey | Pato and Teixeira | 2016 | 71 |
| A bibliometric portrait of the evolution, scientific roots and influence of the literature on university-industry links | Teixeira and Mota | 2012 | 60 |
| Innovation and entrepreneurship in the academic setting: A systematic literature review | Schmitz, Urbano, Dandolini, Souza and Guerrero | 2017 | 49 |
| Innovation as co-evolution of scientific and technological networks: Exploring tissue engineering | Murray | 2002 | 49 |
| Structuring the technology entrepreneurship publication landscape: Making sense out of chaos | Ratinho, Harms and Walsh | 2015 | 41 |
| The evolution of the small business and entrepreneurship field: A bibliometric investigation of articles published in the International Small Business Journal | Volery and Mazzarol | 2015 | 38 |
| Entrepreneurship and family firm research: A bibliometric analysis of an emerging field | López-Fernández, Serrano-Bedia and Pérez-Pérez | 2016 | 37 |
| Unpacking the innovation ecosystem construct: Evolution, gaps and trends | Gomes, Facin, Salerno and Ikenami | 2016 | 37 |
| Research on entrepreneurial orientation: Current status and future agenda | Martens et al. | 2016 | 36 |
| Is international entrepreneurship a field? A bibliometric analysis of the literature (1989-2015) | Servantie, Cabrol, Guieu and Boissin | 2016 | 34 |
| What do we [not] know about technology entrepreneurship research? | Ferreira, Ferreira, Fernandes et al. | 2016 | 30 |
| Entrepreneurship and entrepreneurial ecosystems | Malecki | 2018 | 29 |

Continues

Table 3 (Continued)

| Title of the article | Authors | Year | Cited |
|--|--|------|-------|
| Organizational decline: A yet largely neglected topic in organizational studies | Serra, Ferreira and Almeida | 2013 | 29 |
| A co-citation bibliometric analysis of strategic management research | Ferreira, Fernandes and Ratten | 2016 | 27 |
| Citation footprints on the sands of time: An analysis of idea migrations in strategic management | Nerur, Rasheed and Pandey | 2015 | 27 |
| Intención emprendedora en estudiantes universitarios: um estudo bibliométrico | Arias, Restrepo and Restrepo | 2016 | 25 |
| The scientometrics of social entrepreneurship and its establishment as an academic field | Sassmannshausen and Volkmann | 2016 | 19 |
| Mapeo del campo de conocimiento em intenciones emprendedoras mediante el análisis de redes sociales de conocimiento | Restrepo, Valencia and Restrepo | 2016 | 18 |
| A bibliometric analysis of born global firms | Dzikowski | 2018 | 17 |
| Revisiting James March (1991): Whither exploration and exploitation? | Wilden, Hohberger, Devinney and Lavie | 2018 | 13 |
| The phenomenon of social enterprises: Are we keeping watch on this cultural practice? | Gonçalves, Carrara and Schmittel | 2016 | 12 |
| Inspecting the Achilles heel: A quantitative analysis of 50 years of family business definitions | Hernández-Linares, Sarkar and Cobo | 2018 | 10 |
| Mapping the intellectual structure of research on 'born global' firms and INVs: A citation/cocitation | García-Lillo, Claver-Cortés, Marco-Lajara and Úbeda-García | 2017 | 9 |
| A bibliometric study of John Dunning's contribution to international business research | Ferreira, Pinto, Serra and Santos | 2013 | 8 |
| Charting the growth of entrepreneurship: A citation analysis of FER content, 1981-2008 | Kushkowsky | 2012 | 8 |
| A decade of the International Journal of Entrepreneurship and Small Business: A bibliometric analysis | Laudano, Marzi and Caputo | 2018 | 6 |
| Entrepreneurship education and training as facilitators of regional development: A systematic literature review | Galvão, Ferreira and Marques | 2018 | 6 |
| Exploring the landscape of corporate venture capital: A systematic review of the entrepreneurial and finance literature | Röhm | 2018 | 6 |
| Is social innovation about innovation? A bibliometric study identifying the main authors, citations and co-citations over 20 years | Silveira and Zilber | 2017 | 6 |
| The evolution of the social understanding of ethnic entrepreneurship: Results from a bibliometric analysis of the literature | Ganzaroli, Orsi, and Noni | 2013 | 5 |
| Where do we go from now? Research framework for social entrepreneurship | Macke, Sarate, Domeneghini and Silva | 2018 | 5 |
| Business angels research in entrepreneurial finance: A literature review and a research agenda | Tenca, Croce and Ughetto | 2018 | 4 |
| Conceptualizing social entrepreneurship: Perspectives from the literature | Ferreira, Fernandes, Peres-Ortiz and Alves | 2017 | 4 |
| Financial return crowdfunding: Literature review and bibliometric analysis | Martínez-Climent, Zorio-Grima and Ribeiro-Soriano | 2018 | 4 |
| International entrepreneurship research: Mapping and cognitive structures | Ferreira, Fernandes and Ratten | 2017 | 4 |

Continues

Table 3 (Continued)

| Title of the article | Authors | Year | Cited |
|---|--|------|-------|
| Modeling complex entrepreneurial processes: A bibliometric method for designing agent-based simulation models | Shim, Bliemel and Choi | 2017 | 4 |
| Economic globalization and its impacts on clustering | Razminienė and Tvaronavičienė | 2017 | 3 |
| Let the best story win — Evaluation of the most cited business history articles | Ojala, Eloranta, Ojala and Valtonen | 2017 | 3 |
| A look back over the past 40 years of female entrepreneurship: Mapping knowledge networks | Santos, Marques and Ferreira | 2018 | 2 |
| Mapping the conceptual structure of science and technology parks | Mora-Valentin, Ortiz-de-Urbina-Criado and Nájera-Sánchez | 2018 | 2 |
| Structural and longitudinal analysis of the knowledge base on spin-off research | Ferreira, Reis, Paula and Pinto | 2017 | 2 |
| A pilot study on the connection between scientific fields and patent classification systems | Chang | 2018 | 1 |
| A research agenda on open innovation and entrepreneurship: A co-word analysis | Ortiz-de-Urbina-Criado, Nájera-Sánchez and Mora-Valentin | 2018 | 1 |
| Analyzing informal entrepreneurship: A bibliometric survey | Santos and Ferreira | 2017 | 1 |
| Bridging past and present entrepreneurial marketing research: A co-citation and bibliographic coupling analysis | Most, Conejo and Cunningham | 2018 | 1 |
| Mapping the 'dynamic capabilities' scientific landscape, 1990-2015: A bibliometric analysis | Mota, Pinto, Paranhos and Hasenclever | 2017 | 1 |
| Redressing oversights: Exploring informal innovation in small IT firms | Hine and Miettinen | 2006 | 1 |
| A review of born global. | Oyna & Alon | 2018 | 0 |
| Bibliographic analysis and strategic management research in Africa | Zoogah and Rigg | 2014 | 0 |
| Can family business loosen the grips of accounting, economics, and finance? | Stewart | 2018 | 0 |
| Educação empreendedora: um estudo bibliométrico sobre a produção científica recente | Johan et al. | 2018 | 0 |
| The development of sustainable entrepreneurship research field | Sarango-Lalangui, Santos and Hormiga | 2018 | 0 |

The first bibliometric in entrepreneurship was published in 2002. In 2006, four bibliometric studies were published. The largest number of publications occurred in 2018 (18 studies). This result evidences that entrepreneurship is still seeks the comprehension of the field of research.

The most referenced bibliometric study was by Cornelius et al. (2006), discussing entrepreneurial studies and published in the *Entrepreneurship Theory and Practice*, quoted 294 times. The second one was published in *Research Policy* in 2012, about innovation, with 292 references. The third, by Schildt et al. (2006), published in *Entrepreneurship Theory and Practice*, is about a network of the scientific community, quoted 259 times. The fourth most cited article was published in *Research Policy*, and discusses social innovation; it was published in 2016 and is quoted 254 times. It is important to highlight the interface in entrepreneurship and in innovation, as also pointed out by Stuart and Sorenson (2008).

In the sequence, themes and subthemes can be seen in Table 4. In entrepreneurship, twenty-five themes emerged from data.

Table 4

Themes in entrepreneurship bibliometric studies

| Themes/Subthemes | Authors/Year |
|---|--|
| Themes: Evolution of studies | Cornelius et al. (2006) |
| Themes: Innovation | Murray (2002); Hine and Miettinen (2006); Di Stefano et al. (2012); Teixeira and Mota (2012); Ghio et al. (2014); Ratinho et al. (2015); Ferreira, Ferreira, Fernandes et al. (2016); Van der Have and Rubalcaba (2016); Albort-Morant and Ribeiro-Soriano (2016); Gomes et al. (2016); Schmitz et al. (2017); Ferreira, Fernandes and Ratten (2017); Chang (2018); Ortiz-de-Urbina-Criado et al. (2018) |
| Subthemes: Social innovation; Incubators; University-industry relationship; Innovation and entrepreneurship; Technological networks; Knowledge and spin-offs; Technological parks; Social innovation; Co-citation; Innovators ecosystems entrepreneurship; Patents classification systems; Innovation in small business; Knowledge spillover | |
| Themes: Co-citation | Gartner et al. (2006); Kushkowski (2012); Schildt et al. (2006); Teixeira (2011) |
| Themes: Opportunities | Busenitz et al. (2014) |
| Themes: Social entrepreneurship | Ferreira, Ferreira, Fernandes et al. (2016); Macke et al. (2018); Rey-Martí et al. (2016); Sassmannshausen and Volkmann (2016) |
| Themes: Rural entrepreneurship | Pato and Teixeira (2016) |
| Themes: Small businesses | Volery and Mazzarol (2015) |
| Themes: Family business | Hernández-Linares et al. (2018); López-Fernández et al. (2016); Stewart (2018) |
| Themes: Entrepreneurial orientation | Martens et al. (2016) |
| Themes: International entrepreneurship | Dzikowski (2018); Ferreira et al. (2013); Ferreira, Reis, Paula and Pinto (2017); Garcia-Lillo et al. (2017); Laudano et al. (2018); Øyna and Alon (2018); Servantie et al. (2016) |
| Subthemes: Born global firms; Contribution of John Dunning; International entrepreneurship and small businesses | |
| Themes: Entrepreneurial ecosystems | Malecki (2018) |
| Themes: Organizational decline | Serra et al. (2013) |
| Themes: Strategy | Zoogah and Rigg (2014); Ferreira, Fernandes and Ratten (2016); Nerur et al. (2015); Wilden et al. (2018); Mota et al. (2017) |
| Subthemes: Bibliometric in strategic management research; Migration in the strategic management; Exploration e exploitation; Dynamic capabilities | |
| Themes: Entrepreneurial intentions | Arias et al. (2016); Restrepo et al. (2016) |
| Subthemes: Social networks | |
| Themes: Social enterprises | Gonçalves et al. (2016) |
| Themes: Entrepreneurial education | Galvão et al. (2018); Krüger, Johann, and Minello (2018) |
| Themes: Ethnic entrepreneurship | Ganzaroli et al. (2013) |
| Themes: Venture capital | Tenca et al. (2018); Martínez-Climent et al. (2018); Röhm (2018) |
| Subthemes: Angel; return of investment crowdfunding | |
| Themes: Entrepreneurial process | Shim et al. (2017) |
| Themes: Territories/Clusters | Razminienė and Tvaronavičienė (2017) |
| Themes: Business histories | Ojala et al. (2017) |

Continues

Table 4 (Continued)

| Themes/Subthemes | Authors/Year |
|---|--------------------------------|
| Themes: Women entrepreneurs | Santos et al. (2018) |
| Themes: Informal entrepreneurship | Santos and Ferreira (2017) |
| Themes: Marketing entrepreneurship | Most et al. (2018) |
| Themes: Sustainable entrepreneurship | Sarango-Lalangui et al. (2018) |

Bibliometric studies in entrepreneurship and strategy

The bibliometric studies in entrepreneurship and strategy together are twenty-four articles, as shown in Table 5. The first study was published in 2012 and in 2019 four studies were published. The most quoted is the article by Di Stefano et al. (292 times), published in 2012 and titled “Technology push and demand-pull perspectives in innovation studies: Current findings and future research directions.” It was published in the *Research Policy* journal.

Table 5

Bibliometric studies in entrepreneurship and strategy

| Title of the article | Authors | Year | Cited |
|---|--|------|-------|
| Technology push and demand-pull perspectives in innovation studies: Current findings and future research directions | Di Stefano et al. | 2012 | 292 |
| Foresight methods for smart specialization strategy development in Lithuania | Paliokaitė, Martinaitis and Reimeris | 2015 | 26 |
| Innovation in family firms: Examining the inventory and mapping the path | Filser, Brem, Gast, Kraus and Calabrò | 2016 | 15 |
| National characteristics and competitiveness in mot research: A comparative analysis of ten specialty journals, 2000-2009 | Choi, Lee, Yung and Lee | 2012 | 12 |
| A co-word analysis of organizational constraints for maintaining sustainability | Guo, Chen, Long, Lu and Long | 2017 | 6 |
| Analysis of essential patent portfolios via bibliometric mapping: An illustration of leading firms in the 4G era | Han | 2015 | 6 |
| Identifying new business opportunities from competitor intelligence: An integrated use of patent and trademark databases | Lee and Lee | 2017 | 6 |
| Technological innovation research in China and India: a bibliometric analysis for the period 1991-2015 | Chatterjee and Sahasranamam | 2017 | 6 |
| The past and future of evolutionary economics: Some reflections based on new bibliometric evidence | Hodgson and Lamberg | 2018 | 6 |
| Model for innovation management by companies based on corporate entrepreneurship | Escobar-Sierra, Valencia-Delara and Vera-Acevedo | 2018 | 2 |
| A bibliometric study of research-technology management, 1998-2017 | Shum, Park, Maine and Pitt | 2019 | 0 |
| Bibliometric analysis of entrepreneurial orientation | Andrade-Valbuena, Merigo-Lindahl and Olavarrieta | 2018 | 0 |
| On the use of bibliometric indicators for the analysis of emerging topics and their evolution: Spin-offs as a case study | González-Alcaide, Gorraiz and Hervás-Oliver | 2018 | 0 |

Continues

Table 5 (Continued)

| Title of the article | Authors | Year | Cited |
|--|---|------|-------|
| Small enterprises and management practices: Contributions of Brazilian journals | Gonçalves-Araújo, Barbosa-da-Silva and Cardoso-da-Silva | 2018 | 0 |
| Some predictors of entrepreneurship article impact | Perry, Hanke, Chandler and Markova | 2016 | 0 |
| Visualized bibliometric mapping on smart specialization: A co-citation analysis | Fellnhöfer | 2018 | 0 |
| What's new in the research on agricultural entrepreneurship? | Dias, Rodrigues and Ferreira | 2019 | 0 |
| Discovering and forecasting interactions in big data research: A learning-enhanced bibliometric study | Zhang, Huang, Porter, Zhang and Lu | 2019 | 0 |
| Habilidades y capacidades del emprendimiento: um estudo bibliométrico | Ovalles-Toledo, Freitas, Urbina, Ángel and Harold | 2018 | 0 |
| Evolution of strategic management research lines in hospitality and tourism | Köseoglu, Okumus, Dogan, and Law | 2018 | 0 |
| Intellectual structure of international new venture research: A bibliometric analysis and suggestions for a future research agenda | Rodríguez-Ruiz, Almodóvar and Nguyen | 2019 | 0 |
| A new corporate entrepreneurship knowledge schema as a research field | Escobar-Sierra et al. | 2018 | 0 |

The categorization of the bibliometric studies in entrepreneurship and strategy can be seen in Table 6 and represent twelve themes.

Table 6

Themes in bibliometric studies in entrepreneurship and strategy

| Themes/Subthemes | Authors/Year |
|--|--|
| Theme: Innovation Subthemes: Smart specialization in strategy; Smart specialization; Patents; Innovation in different contexts; Innovation and corporative entrepreneurship; Management of technology; Spin-offs; Big data; Evolutionary economy; Management of technology and innovation; Networks | Choi et al. (2012); Paliokaitė et al. (2015); Han (2015); Hodgson and Lamberg (2018); Chatterjee and Sahasranamam (2018); Escobar-Sierra et al. (2018); Fellnhöfer (2018); González-Alcaide et al. (2018); Zhang et al. (2019); Shum et al. (2019) |
| Theme: Family business Subtopics: Innovation in family business | Filser et al. (2016) |
| Theme: Sustainable development | Guo et al. (2017) |
| Theme: Opportunities Subthemes: Patents and opportunities | Lee and Lee (2017) |
| Theme: Entrepreneurial orientation | Andrade-Valbuena et al. (2018) |
| Theme: Small businesses Subthemes: Management practices | Gonçalves-Araújo et al. (2018) |
| Theme: Co-citation in entrepreneurship | Perry et al. (2016) |
| Theme: Rural entrepreneurship | Dias et al. (2019) |

Continues

Table 6 (Continued)

| Themes/Subthemes | Authors/Year |
|---|------------------------------|
| Theme: Behavior of entrepreneurs Subthemes: Entrepreneurial skills | Ovalles-Toledo et al. (2018) |
| Theme: Strategic management Subthemes: Strategic management in tourism | Köseoglu et al. (2018) |
| Theme: International businesses Subthemes: Nascent businesses | Rodríguez-Ruiz et al. (2019) |
| Theme: Corporative entrepreneurship | Escobar-Sierra et al. (2018) |

Journals that published the bibliometric studies

The journal that published the largest number of bibliometric studies is the *Scientometrics*, which published 11 articles. The *Technological Forecasting & Social Change* published five articles and, subsequently, four articles were published in the following journals: *Entrepreneurship Theory and Practice*; *International Journal of Entrepreneurship and Innovation Management*; and *Research Policy*, as can be seen in Table 7.

Table 7

Journals, JCR, and number of published articles

| Name of the journal | JCR | Number of articles |
|---|-------|--------------------|
| Scientometrics | 2,173 | 11 |
| Technological Forecasting & Social Change | 2,017 | 5 |
| Entrepreneurship Theory and Practice | 5,321 | 4 |
| International Journal of Entrepreneurship and Innovation Management | 1,863 | 4 |
| Research Policy | 4,661 | 4 |
| International Entrepreneurship and Management Journal | 2,406 | 3 |
| International Journal of Entrepreneurial Behavior & Research | 1,863 | 3 |
| Journal of Business Research | 2,509 | 3 |
| Strategic Management Journal | 5,482 | 3 |
| International Journal of Entrepreneurship and Small Business | 7,700 | 2 |
| Journal of the Academy of Marketing Science | 5,888 | 2 |
| Journal of Small Business Management | 1,937 | 2 |
| Management International Review | 2,279 | 2 |
| Sustainability | 2,177 | 2 |

It is interesting to observe in Table 7 that the two journals that published the most articles are not aimed at publications in entrepreneurship or strategy. Moreover, among the fifty most cited bibliometric studies, there are no studies published in *Strategic Entrepreneurship Journal*.

Themes and subthemes analysis

The general themes presented in Tables 2, 4, and 6 are summarized in Table 8. As can be seen in Table 8, strategy presents a smaller number of themes than entrepreneurship and entrepreneurship and strategy.

Table 8

General themes

| Bibliometric study | Themes |
|--------------------------------------|--|
| Strategy | International strategy, dynamic capabilities; Performance; Entrepreneurial orientation, absorptive capacity; Strategy and public relations; Strategy and contexts, co-citation, evolution of studies. |
| Entrepreneurship | Innovation, opportunities, social entrepreneurship; Entrepreneurial ecosystems; Rural entrepreneurship; Small businesses; Family business; Entrepreneurial orientation; International entrepreneurship; Entrepreneurial ecosystems; Organizational decline; Entrepreneurial intentions; Entrepreneurial education; Ethnic entrepreneurship; Entrepreneurial process; Strategy; Venture capital; Women entrepreneurs; Informal entrepreneurship; Social enterprise; Sustainable entrepreneurship; Marketing entrepreneur; Business stories; Territories/Clusters. |
| Entrepreneurship and strategy | Innovation, family business, sustainable development; Opportunities; Entrepreneurial orientation; Small businesses; Co-citation in entrepreneurship; Rural entrepreneurship; Entrepreneurial behavior; Strategic management; International business; Corporate entrepreneurship. |

Note. Source: The authors.

Excluding co-citation and evolution of studies, seven themes account for the themes analyses in bibliometric studies in the field of strategy. In turn, bibliometric studies in entrepreneurship were distributed in twenty-three topics. Moreover, some themes extended in several topics, like innovation, which was classified in the subthemes: social innovation, incubators, university, industry relations, innovation and entrepreneurship, technological networks, technological entrepreneurship, innovative ecosystems, technological parks, knowledge and spin-offs, patent classification system, innovation in small business, and knowledge spillover. Given that, entrepreneurship bibliometric studies evidenced that innovation and entrepreneurship are two fields with connections, as pointed in previous study by Landström, Aström, and Harirchi (2015).

The results of this research showed that the bibliometric studies in entrepreneurship and strategy are in line with themes pointed out in previous studies in each one of these fields of research. Concerning the themes in entrepreneurship, they present similarities to themes pointed out by Meyer et al. (2014), who published a bibliometric study covering publications from 1991 to 2009. Furthermore, there are similar themes identified by Kuratko, Morris, and Schindehutte (2015): venture capital, corporate entrepreneurship, social and sustainable entrepreneurship, entrepreneurial cognition, women and entrepreneurial minorities, global entrepreneurship movement, family business, and entrepreneurship education.

Strategy themes are related to internal and external aspects of the organization, as pointed out by Höskisson, Hitt, Wan, and Yiu (1999). In addition, bibliometric studies covered referred topics discussed in the strategy field, like dynamic capabilities, entrepreneurial orientation, and absorptive capacity (Cohen & Levinthal, 1990; Lumpkin & Dess, 1996).

The comparison between strategy and entrepreneurship bibliometric studies allows identifying four aspects: the pluralism of themes, the level of analysis, the nature of the themes, and common themes. The first one relates to the pluralism of themes. The largest number of themes is in entrepreneurship. Excluding co-citation and evolution of studies, seven themes account for the analysis of themes in bibliometric studies in strategy. In turn, bibliometric studies in entrepreneurship were classified in twenty-three topics. This result evidences the heterogeneity and pluralism in entrepreneurship (Audretsch, 2012; Leitch, Hill, & Harrison, 2010). However, pluralism may be related to difficulties in establishing the boundaries of the field.

The second aspect is the level of analysis in research. In general, the topics in strategy are more concentrated on internal and external aspects of the organization (Höskisson et al., 1999). In this study, when comparing the themes in strategy and in entrepreneurship, it can be observed that in strategy the themes are predominantly related to the intermediate level of analysis (the enterprise). In this sense, Foss et al. (2008) highlight the necessity to advance discussions emphasizing social and cognitive dynamics that allow understanding how firms initiate and carry out entrepreneurial discovery and action. Subjectivism is important to strategic entrepreneurship with regard to skills and knowledge (Luke et al., 2010). Themes in entrepreneurship focus on individuals, environment, and intermediate level. Entrepreneurship focused on subjective aspects, for instance, in the following themes: entrepreneurial intentions, women and social entrepreneurs; or in the type of entrepreneurial actors (female, ethnic, informal, and social). The entrepreneurial intention has a research potential for studies in strategic entrepreneurship, as it can be developed in a construct to identify individual propensity to explore and exploit opportunities, what is important to create new markets, as well as to develop and grow. This is significant, because 'growth' is a missing theme in strategic studies, although it is suggested in the Luke et al. (2010) strategic entrepreneurship model. Furthermore, advance to the individual level in strategic entrepreneurship expands the scope and the boundaries of the field (Simsek et al., 2017).

The third aspect is about the nature of the themes. Entrepreneurship studies present a greater number of studies focusing on context of studies than the strategy field. For instance, entrepreneurship focused on informal, technological, family business and rural context (Ferreira, Fernandes, & Ratten, 2016; López-Fernández, Serrano-Bedia, & Pérez-Pérez, 2016; Pato & Teixeira, 2016; Santos & Ferreira, 2017). In turn, in bibliometric studies in strategy there is only one study, the context of Nordic countries (Schriber, 2016). In addition, among the entrepreneurship themes is the trajectory of organizations, including opportunities and decline (Busenitz, Plummer, Klotz, Shahzad, & Rhoads, 2014; Serra, Ferreira & Almeida, 2013). Organizational decline is recognized as an important subject to understand the development of organizations (Serra et al., 2013) and can bring important contributions to understand the entrepreneurial action with a strategic perspective (Agarwal, Audretsch, & Sarkar, 2010).

The last aspect concerns the themes that are common to strategy and entrepreneurship studies and denotes the proximity of the fields (Ronda-Pupo, 2015; Venkataraman & Sarasvathy, 2001). Three common themes were identified: entrepreneurial orientation, internationalization, and innovation. Hitt and Ireland (2000) mentioned as common themes for strategy and entrepreneurship the following: innovation, networks, internationalization, and organizational learning. In this study, ‘network’ is in a subtheme in the bibliometric studies in entrepreneurship, but ‘organizational learning’ is not identified.

Innovation was observed in strategy bibliometric studies, but in subthemes. For instance, the theme ‘dynamic capability’ was divided into the subthemes ‘portfolio and innovation’ and ‘relation between resources and capacities.’ In addition, in the theme ‘absorptive capacity,’ the innovation is in the subthemes ‘absorptive capacity’ and ‘innovation and knowledge.’ Comparing this to the concept of strategic entrepreneurship, it corroborates previous studies that pointed out the innovation as a core theme in strategic entrepreneurship (Agarwal et al., 2017; Autio, 2017; Hitt & Ireland, 2000; Ireland & Webb, 2007a; Ireland & Webb, 2009; Luke et al., 2010).

The theme ‘entrepreneurial orientation’ is another convergent topic in entrepreneurship and strategy, as can be seen in data in Table 8. ‘Entrepreneurial orientation’ is already a research theme in strategy (Covin & Wales, 2012; Campos et al., 2012; Lumpkin & Dess, 1996) and it is also in the strategic entrepreneurship models (Gölgeci, Larimo, & Arslan, 2017; Ireland & Webb, 2009).

The third convergent theme is ‘internationalization,’ with the following subthemes: (a) born global, international entrepreneurship, and small business (in entrepreneurship bibliometric studies); (b) international strategic management, resource-based view (RBV), and international strategy (in strategy bibliometric studies); (c) nascent international business (in entrepreneurship and strategy bibliometric studies).

It is relevant to mention the themes in bibliometric studies with the strings ‘entrepreneurship’ and ‘strategy’ together, highlighting family business, sustainable development, and corporative entrepreneurship. Figure 2 summarizes the findings of this research, showing the themes by fields of study.

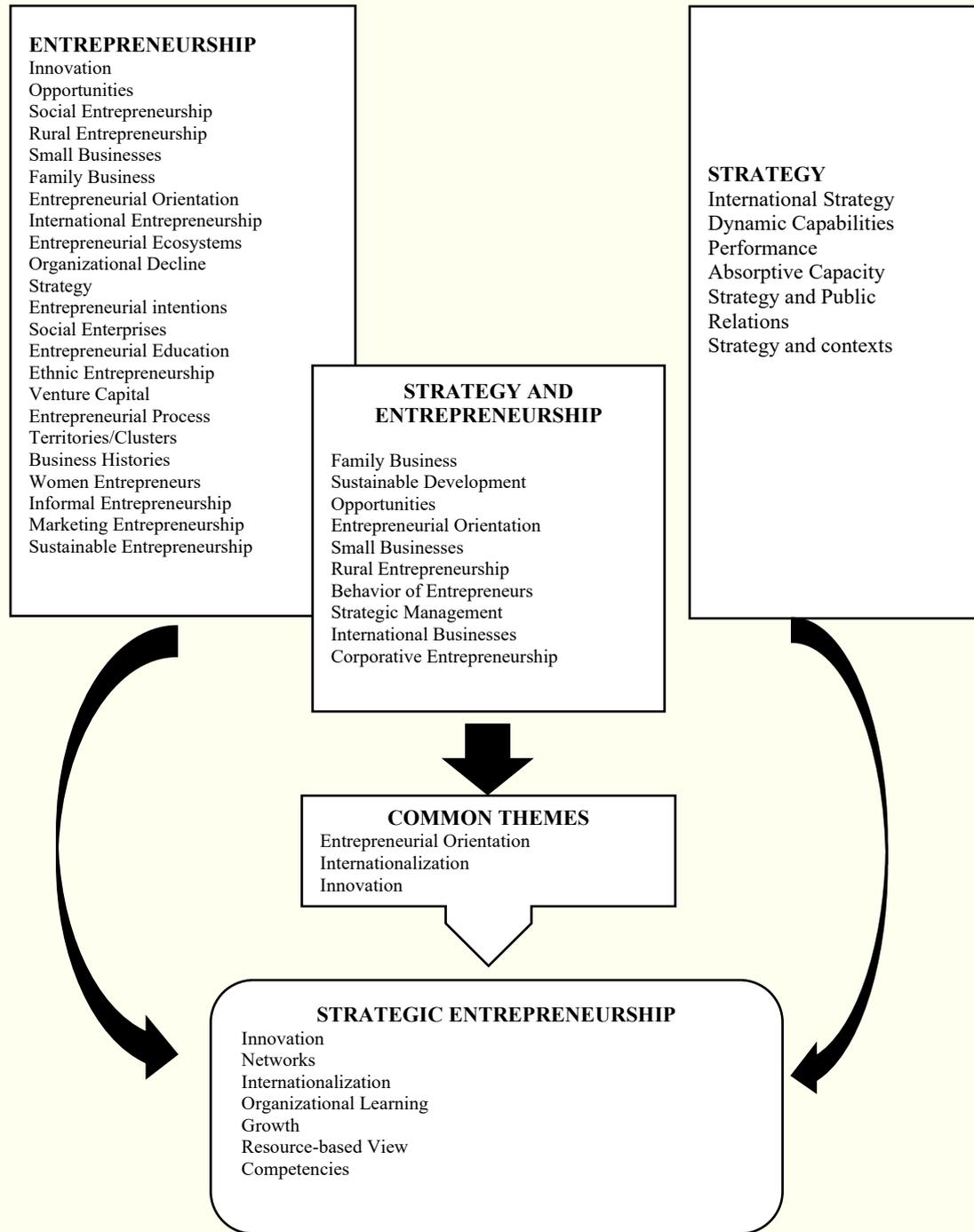


Figure 2. The topics of bibliometric studies in entrepreneurship, strategy, and entrepreneurship and strategy and strategic entrepreneurship field themes

Source: Data from this research.

Bibliometric studies in entrepreneurship and strategy and the strategic management field

The themes ‘dynamic capabilities’ and ‘absorptive capacities,’ identified in this research among the strategy themes, represent the strategy side in the strategic entrepreneurship model suggested by Simsek et al. (2017). These two topics are important to exploration and exploitation, elements of the Ireland and Webb’s models (2007b; 2009). With regard to the entrepreneurship side in strategic entrepreneurship (Simsek et al., 2017), the theme ‘opportunities’ represents the central concept for entrepreneurship (Matthews et al., 2018; Shane, 2002) and it is a theme identified in the entrepreneurship and entrepreneurship and strategy data (Table 8).

The concept of strategic entrepreneurship is related to the perception of creation of values by companies and the integration of strategic and entrepreneurial activities (Hitt, Ireland, Camp, & Sexton, 2001; Ketchen, Ireland, & Snow, 2007). The intersection of strategy and entrepreneurship is critical to the domain of strategic entrepreneurship involving the identification and exploitation of opportunities, while “simultaneously creating and sustaining a competitive advantage” (Kuratko & Audretsch, 2009, p. 13). Entrepreneurship is related to the creation of organizations (Gartner, 1985) and strategy is related to competitive advantage (Kuratko & Audretsch, 2009). The current focus of strategic entrepreneurship is on the creation of value in existing companies, which evidences a predominance of the strategic focus in the concept. Broadening the entrepreneurial approach implies insert in the studies aspects prior to organizations, such as the development of individuals with potential to strategically create and manage organizations.

This requires the introduction of topics focusing on individuals and not just in organizations. According to the data in this research, themes such as ‘entrepreneurial intentions’ can be studied in the context of strategic entrepreneurship, combining the perspectives of creation and growth of organizations (Gartner, 1985; Kuratko & Audretsch, 2009). Among the themes in strategy, there is no reference to subjectivism, what would be important in the perspective of Foss et al. (2008). They highlight the need to advance discussions about subjectivism in strategic management, emphasizing social and cognitive dynamics that allow understanding how firms initiate and carry out entrepreneurial discovery and action. Subjectivism is also important to strategic entrepreneurship with regard to skills and knowledge (Luke et al., 2010).

The intersection of strategy and entrepreneurship is critical to the domain of strategic entrepreneurship involving the identification and exploitation of opportunities, while “simultaneously creating and sustaining a competitive advantage” (Kuratko & Audretsch, 2009, p. 13). As the results of this research, innovation, internationalization, and entrepreneurial orientation are intersectional elements in the study of strategy and entrepreneurship. Themes like ‘growth’ and ‘opportunities’ (Ireland, Hitt, Camp, & Sexton, 2001; Luke et al., 2010) and ‘organizational learning’ (Hitt & Ireland, 2000) are relevant to the path of the concept of strategic entrepreneurship. Another theme is ‘entrepreneurial culture,’ not identified in this research, but important to the strategic manage of resources, applying creativity and developing innovation in order to get competitive advantage and wealth creation (Ireland, Hitt, & Sirmon, 2003).

In terms of contexts of study to strategic entrepreneurship, the themes in bibliometric studies in strategy and entrepreneurship highlight the potential to broad studies in various contexts, such as family businesses, and social and sustainable enterprises. Furthermore, strategic entrepreneurship is an important topic to entrepreneurial ecosystems and to territories and clusters. Considering that entrepreneurial orientation, internationalization, and innovation are core topics do strategic entrepreneurship, according to the results of this research and to previous studies (Agarwal et al., 2017; Autio, 2017; Gölgeci et al., 2017; Hitt & Ireland, 2000; Ireland & Webb, 2009), entrepreneurial and innovation ecosystems are relevant contexts of study.

Comparing the set of themes identified in the bibliometric studies, object of studies of this research, the results suggest steps that could approximate both fields of studies toward the concept of strategic entrepreneurship. One of them concerns the level of analysis of studies in strategy, whose focus is on the study of organizations, and there is little emphasis on subjectivities, as previous studies have pointed out (Foss, Klein, Kor, & Mahoney, 2008). Another step is associated with the importance of approaches that cover a longitudinal perspective of development of organizations, including antecedents, factors associated with the creation of enterprises, as well as organizational growth and decline.

FINAL REMARKS

The aim of this research was to identify common and distinct themes between entrepreneurship and strategy in order to understand the boundaries of each discipline, the interfaces between them, as well as contribute to the discussion of the strategic entrepreneurship concept. Initially, a scoping literature review was carried out to identify bibliometric studies in strategy and entrepreneurship, and then a thematic analysis was performed. This analysis provides the possibility to better understand the intersection of themes in strategy and entrepreneurship, which is a critical point to the field of strategic entrepreneurship (Kuratko & Audretsch, 2009).

According to results of this research, nine themes were identified in the strategy field, twenty-five in entrepreneurship field, and twelve themes in entrepreneurship and strategy. The common themes in both disciplines are ‘innovation,’ ‘internationalization,’ and ‘entrepreneurial orientation.’ In addition, distinct themes were observed, some of them as potential themes for the strategic entrepreneurship research. In this direction, this research demonstrated that there is a field of studies in strategic entrepreneurship related to themes in entrepreneurship and strategy, mainly focusing on individual and contextual level, considering the longitudinal perspective of development of organizations.

The theoretical contribution of this study can be emphasized for both fields of entrepreneurship and strategy. In each field of study, the bibliometric studies represent the themes of interest, as well as a balance of the scientific publications. Although the themes of bibliometric studies are not enough to determine the boundaries of each area, they contribute to think about the boundaries of each field of study, starting from the interest of researchers. This is a contribution to understand what can be entrepreneurship and what can be strategy in the concept of strategic

entrepreneurship, as the gap of studies underscored by Simsek et al. (2017). The findings of this study also provide a theoretical contribution to the strategic management field, pointing out no convergent themes, such as familiar, social, and sustainable ventures, that can be a path to the ongoing boundaries of the strategic management field.

As practical contributions, results underscore the potential do expand strategic entrepreneurship domain to different types of organizations, as well as the importance of the concept of strategic entrepreneurship to provide directions to promote the creation and the growth of organizations. The results also provide guidelines for topics in conferences and scientific events oriented to strategic entrepreneurship. The results of the research can serve as a guide for the construction of curricular programs in the areas of strategy and entrepreneurship.

It is important to underscore that the results are limited to scientific articles and themes that have been the subject of studies in bibliometric studies. Although bibliometric studies are important to know themes, they did not allow identifying different approaches that could be reveal tendencies in both fields of study because they are related to past studies.

As a suggestion for future studies, a scoping literature review about bibliometric studies in strategic entrepreneurship is relevant to identify themes in this field and compare them with results of this research. In that sense, is important to investigate the incidence of themes like 'business growth' and themes related to individual level of analysis in strategic entrepreneurship studies.

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