



Research On Entrepreneurial Intention Using Bibliometric Analysis

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ABSTRACT

Using bibliometric analysis, the study examines entrepreneurial interests over the past five years. The data collected from the Scopus database was converted into 135 publications. Research shows that the publication is distributed in many of the most influential countries and cooperates with many other countries in this field. 1. Entrepreneurial interests; 2. Changes and cases; and 3. Cooperation between countries on entrepreneurship interests is the focus of this research. The results of the research can be used as a reference for other researchers who want to study this topic. It will help them understand the focus of research, establish a plan for advanced research, and be a comparison material and reference for other research to be done in the future.

INTRODUCTION

Over the past ten years, the intensity of business growth has become a major concern in management and economics. Entrepreneurship enables innovation, creative solutions, and new job opportunities that drive economic growth, which is proof of the importance of entrepreneurship (Alameeri et al., 2021; Al-Awlaqi et al., 2021; Nabi & Liñán, 2011; Qandah et al., 2020). Identifying opportunities, increasing useful activities, and planning how best to support future generations, entrepreneurship plays an important role in society by optimizing production components (Frinces, 2010). Around the world, governments, economic development agencies, and historians believe that entrepreneurship is the key to economic growth, job creation, and improving people's quality of life (Karimi et al., 2017; Klapper, 2017). Famous people such as Schumpeter, Schultz, Kirzner, and Cantillon agreed with this idea. They specifically emphasize how important entrepreneurs are to encourage dynamic economic activity (Solesvik, et al., 2013). A country can overcome world challenges, encourage sustainable economic growth, and improve societal welfare by actively encouraging entrepreneurship.

The proportion of active entrepreneurs in a country is an important indicator for measuring its level of progress. Ideally, this exceeds 14% of the population (Watrianthos et al.,

2020). However, Indonesia has not reached this level because few people choose to become entrepreneurs rather than employees (Karabulut, 2016).

In research on entrepreneurial intensity, the Theory of Planned Behavior (TPB) is used, which is a development of the Theory of Reasoned Action (TRA) by Ajzen and Fishbein (Ajzen, 1991). TRA states that behavior is carried out because individuals have the intensity or intention to do it (behavioral intention) and the perception of control over the behavior (perceived behavior control) (Ajzen, 1991). TPB states that intention or intensity influences behavior, based on attitudes and other factors (Ajzen, 1991). The use of TPB was chosen because this theory is dynamic considers factors from within and outside the individual, and has been proven effective in predicting behavioral intensity (Amin et al., 2022).

In the TPB, three main components influence behavioral intentions, namely attitude, subjective norm, and perceived behavior control (Ajzen, 1991). Attitudes reflect an individual's assessment of the advantages or disadvantages of the behavior (Ekaputra et al., 2022), subjective norms include perceived social pressure to perform or avoid certain behaviors (Sartika, 2020), and perceived behavioral control refers to the individual's perception of his or her ability to controlling this behavior (Yasa et al., 2020). In the TPB, individual background factors that influence behavioral intensity can be classified into three categories, namely personal, social, and information factors (Zhang et al., 2019). Attitudes, subjective norms, and perceived behavioral control are the main factors that influence behavior intensity, while individual background factors can influence behavior intensity based on this theory.

Intensive entrepreneurship research has identified several influencing factors, including achievement motivation which plays an important role (Widarma et al., 2022; Bakadorova et al., 2019; Dzulfikri & Kusworo, 2019; Wardhani, 2019; Zhao et al., 2018; Febrianurdi & Kurniawan, 2017; Trisnawati, 2012). Achievement motivation encourages individuals to achieve certain goals (Restiadi et al., 2021) and is related to McClelland's achievement theory, which emphasizes the desire to achieve (McClelland, 1961). Even though there are studies that show different results, achievement motivation remains a relevant factor in understanding entrepreneurial interest.

An ongoing study by The Global Entrepreneurship and Development Institute (GEDI) measures the global entrepreneurship index from around the world, including Indonesia. This index determines a country's ability to produce entrepreneurs.

METHODS

In looking for data sources related to "Interest in entrepreneurship in the last five years". Researchers use the Scopus database because its interdisciplinary coverage is very broad and the research results are very significant in determining the results of the problems studied. There are several steps in perfecting the data that has been collected as shown in Figure 1. The first is identification, then continues with screening, eligibility, and finally the inclusion step (Moher, 2009).

The first step, identify relevant publications using a search string and delete the duplicate publications so that publication data does not become duplicates. The author limited the theme in this research to the last five years because to find out the need for publications to be more effective, further searches were carried out by limiting or narrowing keywords or the scope of the search based on the subject area and problems in this research. The data processing could be done efficiently because it was limited to only the last five years. The search limited the scope to the field of "interest in entrepreneurship" because interest in entrepreneurship is a research domain. This means that only publications with those words are selected for the advanced search process. 13 countries have been published and have been identified and no duplicates were found.

The second step, filtering is carried out in selecting publications based on the language and type of document required. The language that must suit the needs of researchers is English

because it is the international language most widely used in communication in scientific work. The types of documents required in this research are only articles and books that will be considered. After the filtering process was carried out, 3 publications were removed or removed from the data because they did not meet the criteria, leaving only 58 publications remaining.

In the third step, a total of 58 publications will be assessed for their suitability. Titles and abstracts will be assessed manually by researchers to identify which publications meet the inclusion criteria, namely research that contains Entrepreneurial Intentions in the last five years. This means that only publications that meet the criteria are included in the analysis regarding the research discussion.

RESULTS AND DISCUSSION

The number of publications obtained at the inclusion stage was 58 selected publications in the last five years, starting from 2019 to 2023.

Publication Trends

The distribution of publications over the last ten years is as shown in the figure below from 2019 to 2023. The several countries that publish about interest in entrepreneurship.

Figure 1. The distribution of publications from 2019 to 2023

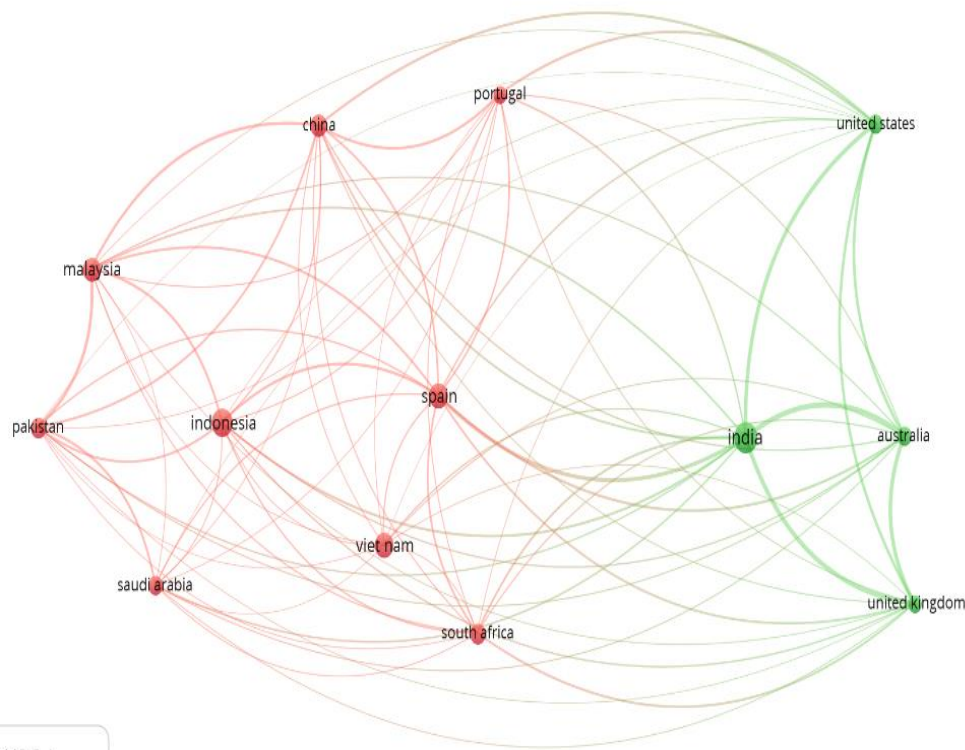


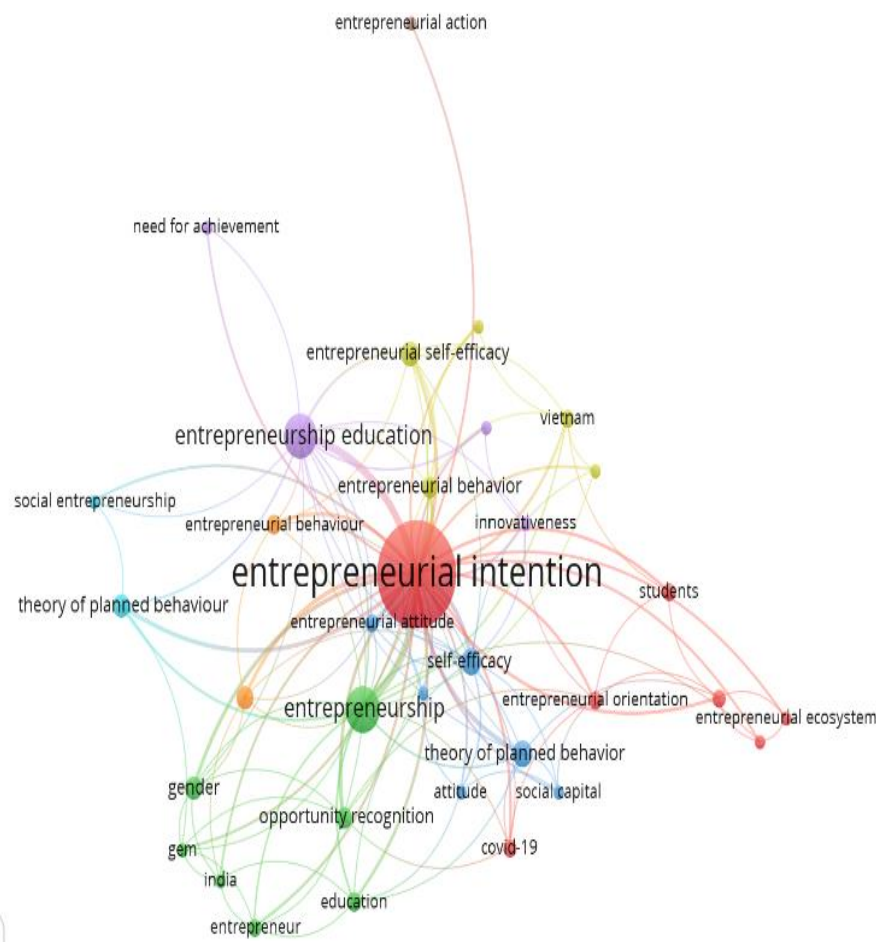
Figure 1 shows the relationships between countries displayed by network visualization with VOSviewer software, out of 27 with a threshold of 3, meaning that in one country 3 documents are studied because of interest in entrepreneurship, Malaysia has the most relationships with other countries, this can be seen from the number of links spread from Malaysia, then there is Indonesia which is almost the same as Malaysia, but not all countries are directly connected to Malaysia, for example there are India, Australia, the United Kingdom and many other countries that are not yet connected to Malaysia. This means

that Malaysia and Indonesia have collaborated with many countries. With the largest cluster, namely the red circle. The other cluster is colored (green) where each country from the picture above explains that several countries have collaborated in researching entrepreneurial interest and several countries have not and will collaborate in researching entrepreneurial interest.

Research Focus

Event analysis using keywords was carried out to determine the focus of research on entrepreneurial interest. Researchers set a minimum threshold of 3 publications containing the same keywords.

Figure 2. Research Focus



The results of the network visualization in Figure 2 show that there are 5 clusters with 27 items regarding interest in entrepreneurship. 1) Cluster 1 (in red) student, entrepreneurship orientation, entrepreneurship, Opportunity recognition, Gender, Education, meaning that these keywords reflect the research focus together with interest in entrepreneurship; 3) cluster 3 (blue) where the circle for the keywords entrepreneurship attitude, self-efficacy, theory of planned behavior, attitude, social capital, is the largest in the cluster, meaning these keywords reflect the research focus together with interest in entrepreneurship; 4) cluster 4 (yellow) with the keywords entrepreneurship behavior, entrepreneurship self-efficacy reflects the focus of research together with interest in entrepreneurship, the picture explains that this interest in entrepreneurship certainly has great opportunities in all types of research, especially the focus of research on

entrepreneurship, with interest in entrepreneurship Of course, everyone has an interest in entrepreneurship in all aspects.

Figure 3. University Trends and Researcher Names

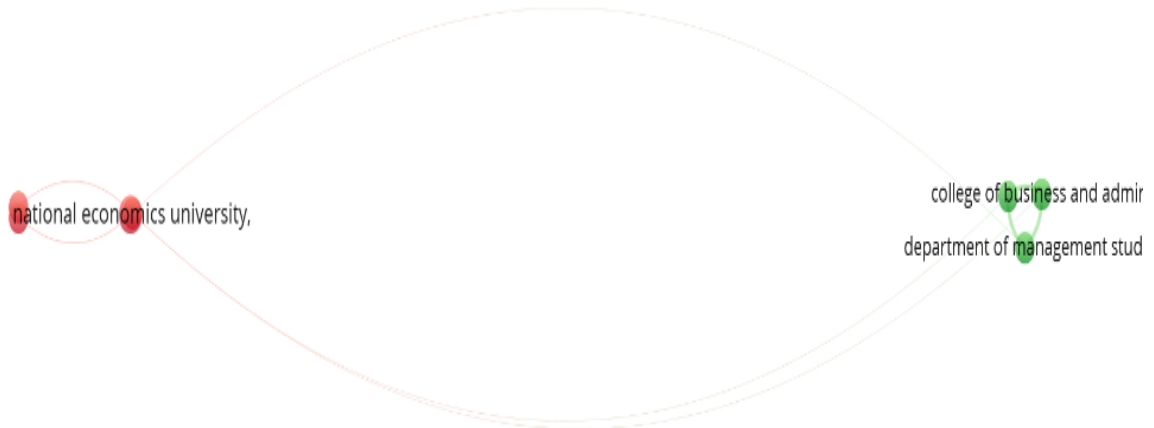


Figure 3 shows that 3 clusters of universities do a lot of research on interest in entrepreneurship, of which cluster 1: red, and green, which are universities that frequently publish research on interest in entrepreneurship over the last five years, namely International Economic University, College of Business and Administration, and finally namely the Department and Student Management.

Figure 4. Researcher Trends

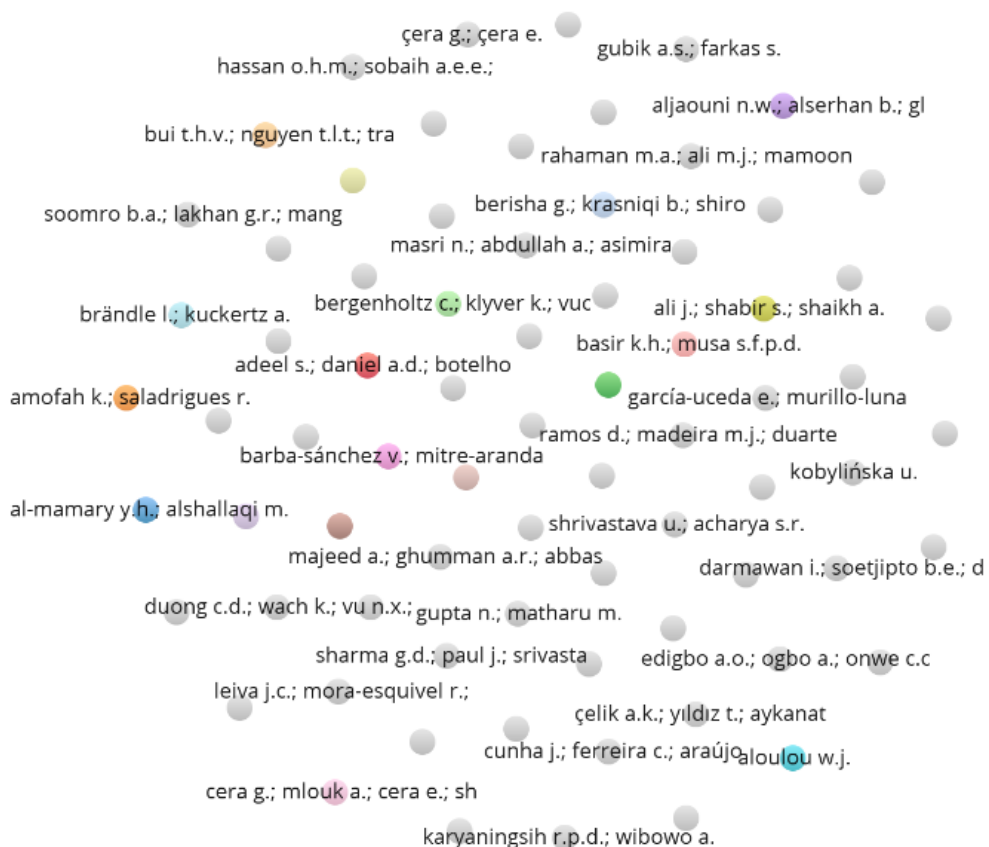


Figure 4 shows that there are many names of researchers from various universities in the world who often research and publish about entrepreneurial interests, and there are many names of researchers who have published research titles about entrepreneurial interests and they publish their research in reputable journals.

Figure 5. Publisher Trends

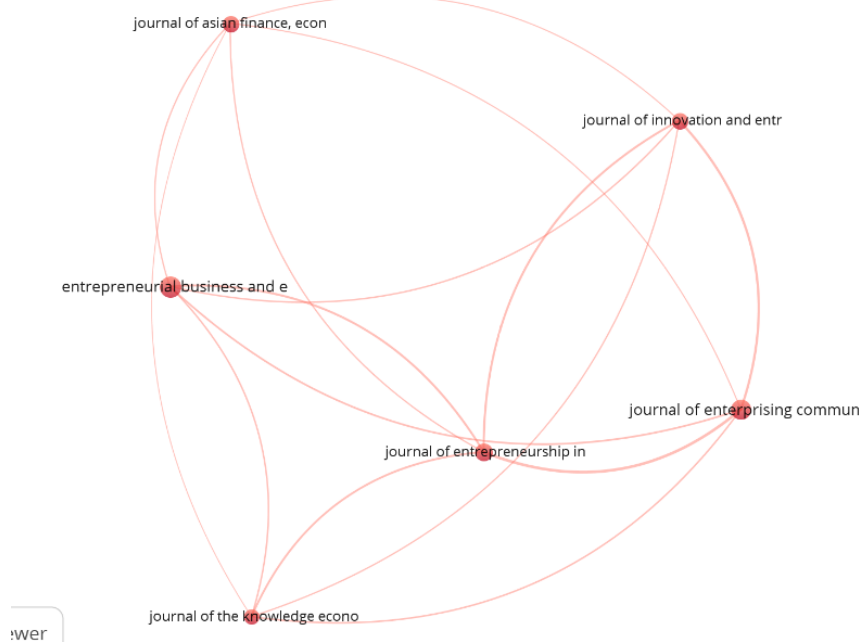


Figure 5 shows the journals of reputable publishers that frequently publish journals about entrepreneurship interests over the last five years. The following are the names of journals that frequently publish, among others: Journal of Knowledge Economics, journal of Entrepreneurship, journal of Entrepreneurship Business, journal of Entrepreneurship Communications, journal of Entrepreneurship Innovations, of course, many of these journals examine research titles related to the above entrepreneurial interests.

Figure 6. Quote trends

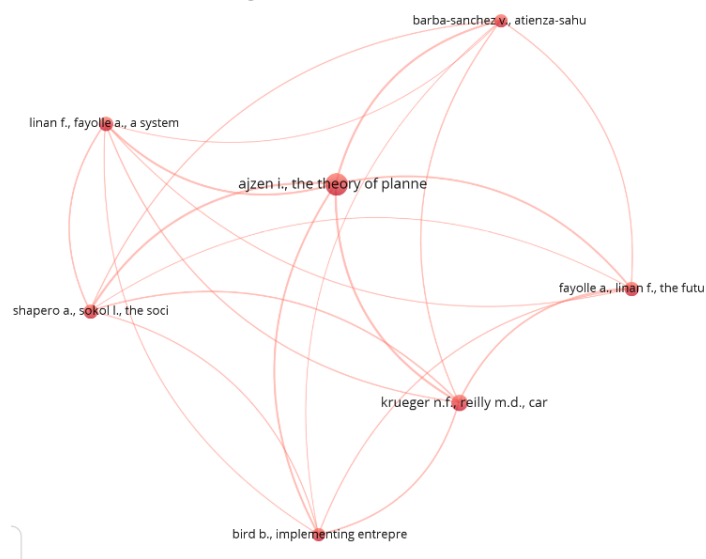


Figure 6 shows the authors who frequently cite journals about interest in entrepreneurship during the last five years and are writers who always develop research in this area of interest in entrepreneurship.

CONCLUSION

Of the 135 journals that have been published in the last five years, 27 of them have succeeded in achieving Q1 ranking. Articles on entrepreneurial interest show wide geographic variation, with a significant impact on entrepreneurial interest, especially in countries that focus on entrepreneurial development. In other words, an interest in entrepreneurship automatically becomes a common experience in the society of a country that is developing its business. This research focuses on three main aspects, namely: 1) Interest in entrepreneurship; 2) Developments and related cases; 3) Collaboration between countries in the context of entrepreneurial interest and joint efforts in developing research on this topic. The results of this research contribute as a reference for future researchers interested in exploring this theme, helping them understand the focus of the research and providing direction for future research. Overall, these three research focuses illustrate gaps and research landscapes that can encourage future researchers to conduct relevant research in the context of entrepreneurial interests. In addition, previous research regarding entrepreneurial interest can be used as a useful comparison to understand differences and progress in the research that will be carried out.

Limitations and Suggestions for Future Studies

Several limitations of this research need to be acknowledged, including 1) Limitations in the data analyzed, which are sourced from the Scopus database, mean that this research does not include other databases such as Wos and so on; 2) The research focus is limited to entrepreneurial interests, so there are still many other areas of education that are worthy of further research; 3) The data used in this study was taken on November 14, 2023, so it is not able to reflect subsequent developments and may have limitations in taking into account subsequent differences. Apart from that, another limitation lies in the limited time involved in preparing this research. Therefore, the author recommends that future research be directed at overcoming this time limitation by adjusting the schedule as efficiently as possible so that the results can provide maximum contribution to other researchers. Finally, the author suggests that the research receive further support from supporting literature and data, to ensure that this research can reach the level of optimality with maximum results.

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