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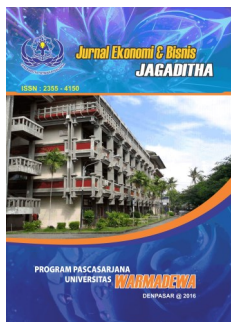
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Trends on Rural and Urban Entrepreneurship Research

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Trends on Rural and Urban Entrepreneurship Research

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Abstract: This study aims to identify the trends on rural and urban entrepreneurship research. The methodology of this study uses bibliometric analysis. Research data were obtained through the Publish or Perish database with the keywords 'rural entrepreneurship' and 'urban entrepreneurship' with a publication period from 2014 to 2024. The data that has been collected was then analyzed using VOSviewer software. Based on the results of the study, it can be concluded that entrepreneurship plays an important role in driving economic growth and social development. Rural entrepreneurship mainly focuses on developing rural areas through innovation, managing unique challenges, and strengthening communities, while urban entrepreneurship focuses more on innovation and improving the quality of life in urban environments. Research in both contexts shows diverse trends.

Keywords: Research trends; Rural entrepreneurship; Urban entrepreneurship

Introduction

Entrepreneurship research has grown rapidly in recent years. This is in line with what Carlsson said, research on entrepreneurship has grown rapidly and is now a multidisciplinary field with various sub-fields in economics, management, and various other disciplines (Carlsson et al., 2013). The rapidly developing entrepreneurship research should focus on theory-based, contextual, process-oriented studies and avoid exploratory studies that do not clearly emphasize causality (Low & MacMillan, 1988).

Research trends are generally based on the time evolution of the emergence of a term or topic, but can also take into account research publication latency (Pato & Teixeira, 2016). The number of articles related to the keyword entrepreneurship increased from 1996 to 2011, indicating an increasing trend of entrepreneurship's influence in the research field (Luor et al., 2014). Currently, trends in entrepreneurship research show a tendency towards theory-driven, contextual, and process-oriented research (Low & MacMillan, 1988). Although it was found that various entrepreneurship research topics were trending, the percentage of entrepreneurship article publications remained low (Busenitz et al., 2003).

Entrepreneurship is a strategic attitude within a company, characterized by risk taking, competitive aggressiveness, proactivity, and frequent product innovation, which has an impact on performance (Covin & Slevin, 1991). According to Gartner, entrepreneurship focuses on characteristics and outcomes (Gartner, 1990). In addition, entrepreneurship involves uncertainty, risk, complementary managerial competencies, and creative opportunism (Long, 1983). Therefore, entrepreneurs can be defined as individuals or groups who establish businesses and take financial risks in the hope of making a profit (Afreen

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[Mehek, 2020](#)). Tripathi added that entrepreneurship refers to a person who engages the market with new products or services, brings innovation and takes responsibility for the risks involved ([Tripathi, 2018](#)). This is supported by the study by Van Praag and Verslot that entrepreneurs contribute significantly to job creation, productivity growth and innovation, while increasing individual satisfaction and regional employment growth rates ([Van Praag & Versloot, 2007](#)).

Entrepreneurship is classified into several types, including rural and urban entrepreneurship. Rural entrepreneurship refers to entrepreneurship at the village level, which occurs in various fields such as business, agriculture, and industry, and plays an important role in economic development ([Punnaiah, 2018](#)). Rural entrepreneurship is a supporting factor for rural economic development and agribusiness ([Wortman, 1990](#)). This entrepreneurship aims to understand the role of entrepreneurs in maintaining rural vitality and economic growth, while addressing the challenges of demographic, economic, cultural and infrastructural changes in rural areas ([McElwee & Smith, 2014](#)).

In addition to rural entrepreneurship, there are also studies on urban entrepreneurship. Urban entrepreneurship is a new form of entrepreneurship that focuses on improving the quality of life in urban areas, challenging formal market structures, and developing alternative forms of private-public-community partnerships ([Muñoz & Cohen, 2016](#)). This entrepreneurship involves developing new businesses, start-ups, or ventures to increase urban wealth, address workplace poverty, and create sustainable incomes for residents ([Ziyae et al., 2021](#)). According to Glaeser, urban entrepreneurship involves the formation of new businesses, where the local environment influences entrepreneurs' choices and their success affects the local economy ([Glaeser et al., 2010](#)).

Recent research on entrepreneurship in metropolitan or urban areas focuses on local ecosystems, policy interventions, and technological advances ([Märgärit, 2023](#)). Meanwhile, the issue of rural entrepreneurship research focuses on socio-economic changes and geographical studies that have great development potential in rural areas ([Kulawiak et al., 2022](#)). According to Gaddefors and Anderson, rural entrepreneurship can be better understood by examining the involvement of entrepreneurship in the rural context ([Gaddefors & Anderson, 2018](#)).

Based on the above research, it can be concluded that the importance of research on entrepreneurship in rural and urban areas as a major driver of economic growth and social development. This research is in line with Wortman's statement that rural entrepreneurship supports rural economic development and agribusiness ([Wortman, 1990](#)) and vice versa.

Entrepreneurship in both contexts has different characteristics and challenges. In recent years, attention to rural and urban entrepreneurship has increased along with efforts to promote sustainable and inclusive development. However, there is a gap in the literature regarding an in-depth understanding of entrepreneurship trends in rural and urban areas. Therefore, this study aims to identify current research trends in the field of rural and urban entrepreneurship, in order to provide more comprehensive and supportive insights.

Method

This research methodology uses bibliometric analysis to explore the development of studies on rural entrepreneurship and urban entrepreneurship in the last decade. This study uses secondary data obtained through the Publish or Perish database with the keywords 'rural entrepreneurship' and 'urban entrepreneurship'. A total of 500 relevant articles for each keyword were collected, with a publication period from 2014 to 2024. The collected data were then analyzed using VOSviewer software to map the relationship between articles and identify dominant research trends. Data analysis was carried out descriptively qualitatively, in order to provide a comprehensive description of the development of research in the field of rural and urban entrepreneurship.

Results and Discussion

Trends on Rural Entrepreneurship Research

Rural entrepreneurship research has gained scientific visibility and is increasingly published in economics and business journals, with research mainly conducted in developed countries (Pato & Teixeira, 2018).

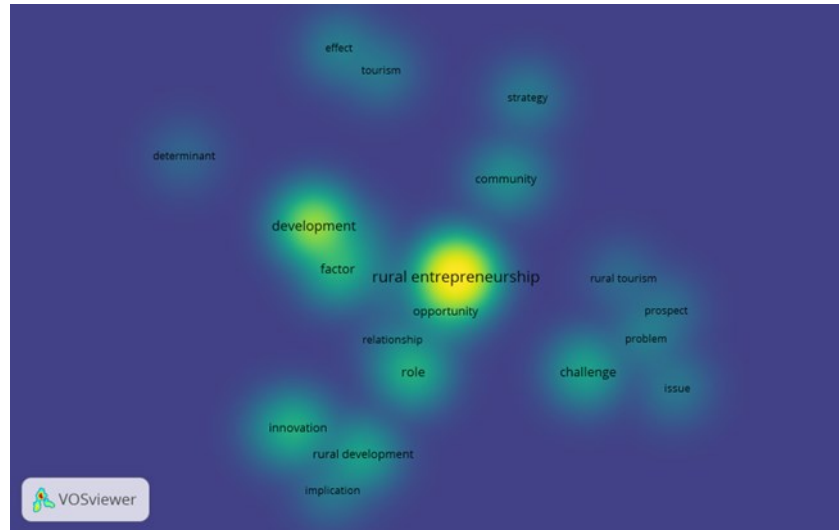


Figure 1. Density visualization of 'rural entrepreneurship'

(Source: VOSviewer, 2024)

Research on trends in rural entrepreneurship topics covers various aspects that are important in rural area development. Trending rural entrepreneurship research topics from 2014 to 2024 (figure 1) include 'development', 'role', 'challenge', 'innovation', 'opportunity', 'factor', 'impact', 'problem', 'effect', 'barrier', 'prospect', 'strategy', 'implication', 'issue', 'relationship', 'motivation', and 'determinant'.

Research trends on development highlight how entrepreneurship can drive economic growth in rural areas (Jarinaa & Manida, 2024a; Li et al., 2023; Ye et al., 2024; Zandieh et al., 2023). The role of individuals and communities becomes very important, especially in facing the unique challenges in rural environments (Abeyasinghe & Malik, 2020; Chatterjee & Nath, 2015; Fiseha et al., 2019; Răzvanță Puie, 2020). Innovation is also a key element, with a variety of opportunities that can be exploited to create added value in rural areas (Elena et al., 2015; Lokuge & Sedera, 2020; Vukosi & Thembe, 2018). Research on rural entrepreneurship often examines the various factors that influence entrepreneurial success or failure (Dauletova & Al-Busaidi, 2022; del Olmo-García et al., 2023; Geng et al., 2023; Moradi et al., 2022), and the impact of entrepreneurial activities on rural communities (Dahiya et al., 2023; Jarinaa & Manida, 2024a; Patil & Bhurke, 2019; R. M. & A. A., 2014). Problems faced, such as infrastructure barriers and limited market access (Das et al., 2019; Kale, 2021; Kaur, 2019; Laha, 2019), and the effects of certain interventions, are often the subject of study (Díaz et al., 2019; Fotoohi et al., 2021; Yin & Zhou, 2023). The prospects for rural entrepreneurship are also evaluated, particularly in the context of strategies that can be applied to address these problems (Bagla, 2018; Kurniasih et al., 2019). The implications of rural entrepreneurship research are significant, as they can help in formulating more effective strategies to support entrepreneurship in rural areas. Relevant issues, such as inequality in access to resources or markets (Agbenyegah & Dlamini, 2022; Ji et al., 2023; Khan et al., 2023), as well as the relationship between various actors in the rural entrepreneurship ecosystem, also receive special attention (Moumenihelali et al., 2022). Motivation of individuals or groups to engage in entrepreneurship (Avlasovich et al., 2020; Katekhaye et al., 2019; Vuković et al., 2018), and determinants of success in the rural context, are

important elements in understanding the dynamics of rural entrepreneurship in more depth. This whole topic provides broader insights into how entrepreneurship can serve as a tool for the development and empowerment of rural communities.

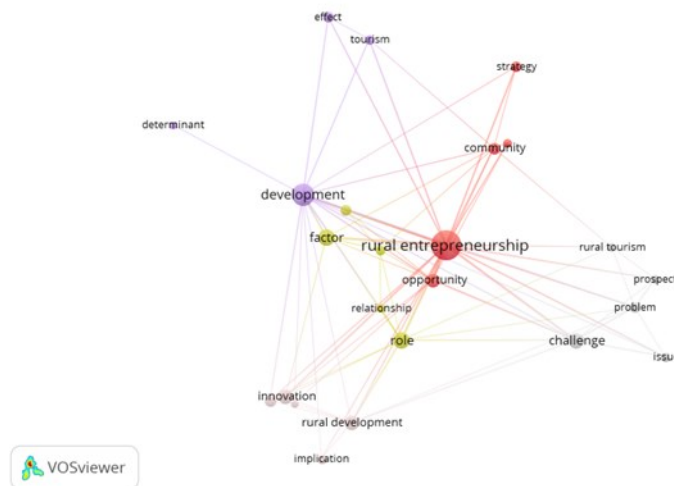


Figure 2. Network visualization of 'rural entrepreneurship' (a)

(Source: VOSviewer, 2024)

Figure 2 explains various research topics related to rural entrepreneurship trends with various titles and years of publication. The main topics raised include 'development', 'role', 'challenge', 'innovation', 'opportunity', 'factor', 'impact', 'problem', 'effect', 'barrier', 'prospect', 'strategy', 'implication', 'issue', 'relationship', 'motivation', and 'determinant'.

Research on the 'development' of rural entrepreneurship is represented by studies such as "Investigating the spatial foundations of rural entrepreneurship development using a hybrid method of MCDM, ANN and DTree algorithm" (2024) (Ye et al., 2024) and "Rural Entrepreneurship Development in southwest China: A spatiotemporal analysis" (2023) (Li et al., 2023). The role of government, particularly through micro-credit, as well as the role of rural entrepreneurship in socio-economic development are also discussed in several studies in 2023 (Lakshmanaswamy, D. & Jasmine, K.S, 2023; Sarai & Karimi, 2024).

Challenges in rural entrepreneurship, especially in the context of crisis, are the main focus of several studies published in 2022 to 2024 (Bhardwaj, 2022; Partap Singh et al., 2024; Smith et al., 2024). Innovation is also recognized as a strategic tool in rural entrepreneurship development, with several studies highlighting successful initiatives from women, such as research in 2015 and 2020 (Pato, 2015).

Research on opportunities in rural entrepreneurship includes an empirical analysis of opportunity-based concepts published in 2022 (Masoomi & Rezaei-Moghaddam, 2022). Factors determining the development of rural entrepreneurship, including socio-cultural factors in Oman, are also reviewed in the study in 2022 and 2023 (Dauletova & Al-Busaidi, 2022; del Olmo-García et al., 2023).

The impact of rural entrepreneurship on the small and medium enterprise (SME) sector in India and migration in Dahanu (Maharashtra) were also research topics in 2019 and 2024 (Jarinaa & Manida, 2024; Patil & Bhurke, 2019). Issues faced by rural entrepreneurs, particularly in Marathwada, were discussed in studies published in 2019 and 2021 (Kale, 2021; Laha, 2019).

The effects of social capital, financial literacy, and innovation adoption on inequality reduction were also discussed in studies in 2019 and 2021 (Díaz et al., 2019; J. Zhao & Li, 2021). Barriers to rural entrepreneurship, both in Vietnam and in the use of government microcredit in Radkan Dehestan, were the topic of studies published in 2021 (khoob &

Anabestani, 2021; Nguyen et al., 2020).

The prospects of rural entrepreneurship, especially in Osun state, Nigeria, and Mayurbhanj district, Odisha, were reviewed in studies in 2019 and 2020 (Adewumi & Keyser, 2020; Das et al., 2019). Strategies for developing competitive advantages of rural entrepreneurship, as in rural Isfahan, were discussed in a recent study in 2024 (Hajarian, 2024).

The implications of agricultural specialization on the industrial chain in China (Ji et al., 2023), as well as issues related to women's entrepreneurship in South Africa (Donga & Chimucheka, 2024; Tabares et al., 2022), are the focus of research in 2023 and 2024. The relationship between the rural entrepreneurial ecosystem and pluriactive rice farmers' motives is also reviewed in a study in 2021 (Moumenihelali et al., 2022).

A study on motivations and success factors for rural entrepreneurship in Eastern Serbia was published in 2018 (Vuković et al., 2018). A study on determinants and drivers of rural entrepreneurship development in Iran was reviewed through a meta-analysis published in 2019 (Keshavarz, 2018).

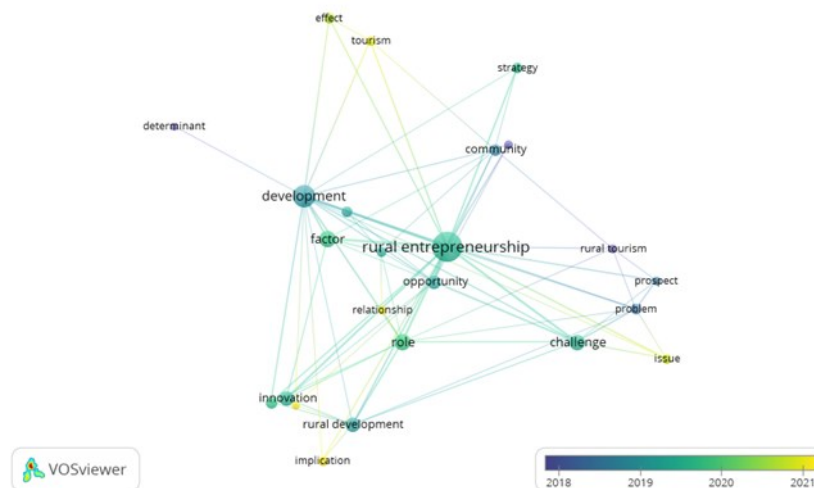


Figure 3. Overlay visualization of 'rural entrepreneurship'

(Source: VOSviewer, 2024)

The trend of research topics related to rural entrepreneurship shows significant variation in the number of studies conducted from 2014 to 2024 (Figure 3). The topic "Development" stands out as the most researched topic with a total of 142 studies, reflecting the main focus on the development aspect of rural entrepreneurship. The topic "Factor" also received significant attention with 38 studies, highlighting the various factors that influence entrepreneurship in rural areas. "Role" and "Challenge" were the subject of 35 and 33 studies respectively, indicating attention to the role and challenges faced in this context. "Innovation" followed with 26 studies, indicating interest in innovation in the rural setting. On the other hand, topics such as "Impact" and "Effect" received only 13 and 11 studies respectively, indicating that the impact and effects of rural entrepreneurship may not have been fully explored. Topics such as "Problem" and "Barrier" also received attention, with 10 and 9 studies respectively, highlighting the barriers and issues faced in rural entrepreneurship. "Issue" and "Implication" attracted 8 and 7 studies respectively, while topics such as "Strategy", "Motivation", "Prospect", "Determinant", and "Relationship" all came in under 6 studies, indicating that these aspects may require further exploration in the future. The topic of "Opportunity" was the least researched with only 3 studies, indicating that opportunities in rural entrepreneurship may not have been a major focus of research during this period.



Figure 4. Network visualization of 'rural entrepreneurship' (b)

(Source: VOSviewer, 2024)

In research on Rural Entrepreneurship, there are several topics that are less researched (Figure 4). One of the topics with the least amount of research is 'Accelerated Rural Entrepreneurship', which focuses on accelerating the entrepreneurial process in rural areas. In addition, 'Patterns', which analyzes patterns in rural entrepreneurship, is also included in the under-researched category. 'Promoting Rural Entrepreneurship', which deals with efforts to encourage and promote entrepreneurship in rural areas, and 'Profile', which describes the characteristics or profiles of entrepreneurs in rural areas, are also rarely researched. 'Illegal Rural Entrepreneurship', which examines the illegal aspects of entrepreneurial activities in rural areas, and 'Cognition Perspective', which examines entrepreneurship from a cognitive perspective, are also rarely researched areas. Finally, the topic of 'Government Policy', which focuses on government policies in supporting rural entrepreneurship, is also among the least researched topics in the context of Rural Entrepreneurship.

Trends on Urban Entrepreneurship Research

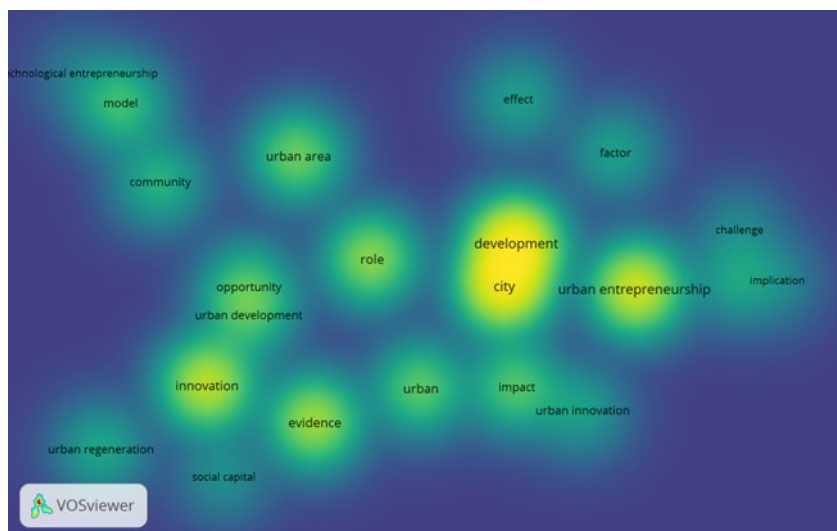


Figure 5. Density visualization of 'urban entrepreneurship'

(Source: VOSviewer, 2024)

Research on urban entrepreneurship topic trends covers various aspects that are

important in urban area development. Some of the topics that are the focus (figure 5) are 'Innovation', 'Role', 'Evidence', 'Development', 'Impact', 'Opportunity', 'Effect', 'Model', 'Performance', 'Challenge', 'Factor', 'Social capital', 'Implication', 'Empowerment', and 'Effectiveness'.

Innovation, which is concerned with new ways of creating added value in urban environments (L. Li et al., 2024). The role of key actors is also of interest, looking at how their contributions influence the success of urban entrepreneurship (Azhar & Qureshi, 2022; Bashirkhodaparasti & Bagheri Garbollah, 2023). Empirical evidence and case studies are often used to understand the development and impact of urban entrepreneurship on society (ALAVI et al., 2020; Gu, 2024; Rezvani et al., 2021; Singh & Singh, 2024; Y. Zhao et al., 2023). The opportunities arising from this trend are linked to urban development and urban regeneration, where innovation plays a key role in the revitalization of existing areas (Backman & Karlsson, 2021). The effects of various interventions are also studied to see the extent to which certain policies or models impact entrepreneurship (Zhang et al., 2024). Urban entrepreneurship models and performance are often analyzed to understand the effectiveness of the strategies implemented (Franco & Rodrigues, 2022; Rezvani et al., 2024). In addition, this research also identifies various challenges and factors that influence the success of entrepreneurship initiatives in urban environments (Gupta et al., 2022; Mamun & Haq, 2023; Rezaee et al., 2021; Savadi, 2021). Social capital is a key element, with profound implications for the ability of communities to support each other in entrepreneurial activities (Khan et al., 2023; Osorio & Özkazanç-Pan, 2014; Sun et al., 2023). Finally, the topic of empowerment and the effectiveness of the interventions carried out are often in focus, especially in the context of how entrepreneurship can improve the quality of life and well-being of urban communities (Medina et al., 2021; Yaacob et al., 2015). Each of these elements contributes to a more holistic understanding of urban entrepreneurship and how these trends evolve over time.

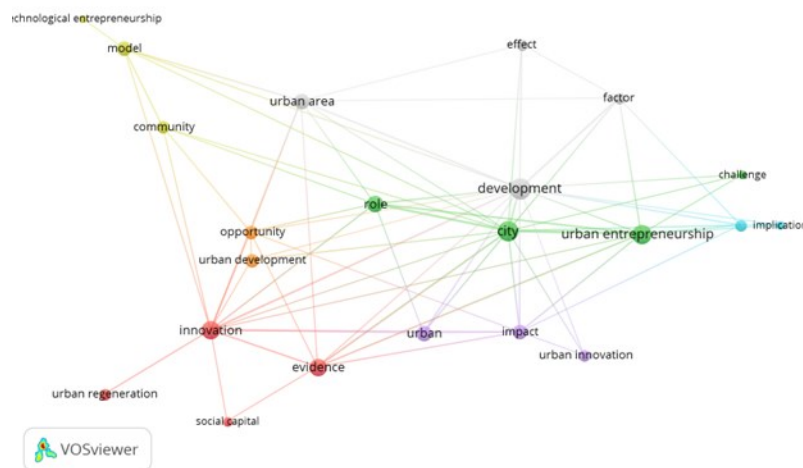


Figure 6. Network visualization of 'urban entrepreneurship'

(Source: VOSviewer, 2024)

Figure 6 displays various research topics related to urban entrepreneurship trends with various titles and publication years. Some of the main topics raised include 'Innovation', 'Role', 'Evidence', 'Development', 'Impact', 'Opportunity', 'Effect', 'Model', 'Performance', 'Challenge', 'Factor', 'Social capital', 'Implication', 'Empowerment', and 'Effectiveness'

The innovation topic includes studies such as "Does Urban Innovation Promote Rural Entrepreneurship?" published in 2024 (L. Li et al., 2024). The role of entrepreneurship is discussed in several studies such as "Exploring the role of urban entrepreneurship, digital technologies and smart logistics on sustainable business in the smart city" (Bashirkhodaparasti & Bagheri Garbollah, 2023) published in 2023, and "Smart Cities:

The Role of Entrepreneurship for Urban Leftover Spaces” (Azhar & Qureshi, 2022) published in 2022.

Research that discusses evidence on urban entrepreneurship includes the study on “High temperatures and urban entrepreneurship levels: Evidence from China” (Y. Zhao et al., 2023). Entrepreneurship development in the context of poverty alleviation in India and social components in Tehran are also important research topics published in 2024 and 2023 respectively (Rezvani et al., 2021; Singh & Singh, 2024).

The impact of entrepreneurship on urban income and the digital economy is explored in studies published in 2020 and 2024 (ALAVI et al., 2020; Gu, 2024). In addition, entrepreneurial opportunities in urban and rural locations are raised in a study in 2021 (Backman & Karlsson, 2021).

Other studies discussed include the effects of entrepreneurship on income inequality in China (Zhang et al., 2024), urban entrepreneurship policy development models, and sustainable urban entrepreneurship performance indicators (Franco & Rodrigues, 2022; Rezvani et al., 2024). Entrepreneurship challenges, especially for women in Bangladesh and street vendors in Udaipur, are also outlined in studies published in 2022 and 2023 (Gupta et al., 2022; Mamun & Haq, 2023).

Factors influencing urban entrepreneurship development (Rezaee et al., 2021; Savadi, 2021), as well as social capital and its impact on small businesses in China (Sun et al., 2023), are also outlined in several studies. Other studies have also touched on the implications of urban entrepreneurship for economic development policies and women’s empowerment in rural-urban comparisons (Khan et al., 2023; Medina et al., 2021; Osorio & Özkazanç-Pan, 2014). Finally, the effectiveness of social entrepreneurship in Malaysia in an urban context was reviewed in a study published in 2015 (Yaacob et al., 2015).

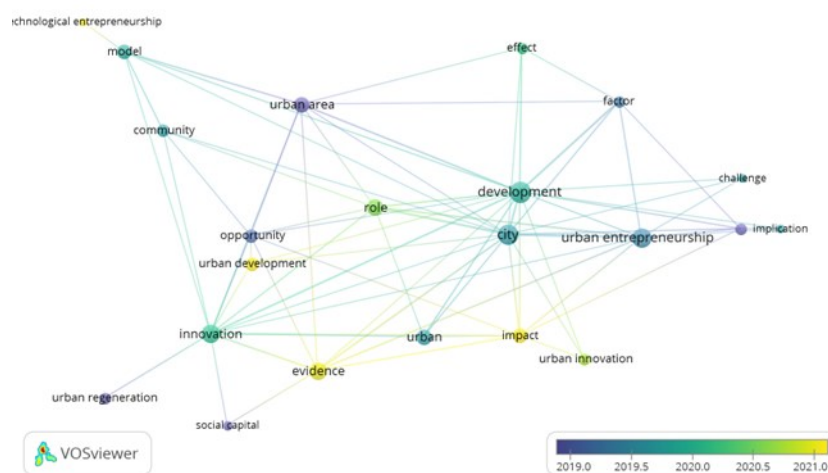


Figure 7. Overlay visualization of ‘urban entrepreneurship’

(Source: VOSviewer, 2024)

The trend of research topics related to urban entrepreneurship has shown a variation in the number of studies conducted from 2014 to 2024. The most popular topic is “Development” with a total of 63 studies, indicating a great attention to the development aspect of urban entrepreneurship. “Innovation” follows in second place with 38 studies, underlining the importance of innovation in this context. “Evidence” and “Role” received 28 and 20 studies respectively, indicating an attention to empirical evidence and roles in urban entrepreneurship. The topics “Urban development” and “Urban regeneration” attracted 10 and 8 studies respectively, reflecting a focus on the development and regeneration of urban areas in the context of entrepreneurship. Meanwhile, “Urban Innovation” and “Impact” received 7

and 17 studies respectively, indicating an interest in innovation in the urban environment and the impact of urban entrepreneurship itself. Several other topics such as “Effect” (14 studies), “Model” (16 studies), and “Challenge” and “Social capital” (6 studies each) also received attention, although in smaller numbers. Topics with fewer studies included “Factor” and “Urban regeneration” (8 studies each), “Performance” (6 studies), and “Opportunity”, “Empowerment”, and “Effectiveness” which each had only 4 studies. “Implication” was the topic with the fewest studies, with only 3 studies, indicating that the implications of urban entrepreneurship may not have been widely explored.



Figure 8. Network visualization of ‘urban entrepreneurship’

(Source: VOSviewer, 2024)

In research on Urban Entrepreneurship, some topics show less research frequency than others. One of the least researched topics is ‘Entrepreneurship Promotion Policy’, which focuses on policies that support and promote entrepreneurship in urban environments. ‘Ethnic Entrepreneurship’, which explores entrepreneurship among specific ethnic groups, is also an under-researched area. In addition, ‘Entrepreneurship Index’, which involves measuring and assessing the level of entrepreneurship, ‘Behavior’, which studies the behavior of individuals or groups in the context of entrepreneurship, and ‘Entrepreneurship Concept’, which examines various basic concepts of entrepreneurship, are also among the topics that have received less attention in Urban Entrepreneurship research.

Conclusion

Based on the research results above, it can be concluded that entrepreneurship, both in rural and urban areas, plays an important role in driving economic growth and social development. Rural entrepreneurship mainly focuses on developing rural areas through innovation, managing unique challenges, and strengthening communities, while urban entrepreneurship focuses more on innovation and improving the quality of life in urban environments. Research in both contexts shows diverse trends, but there is still a gap in the literature regarding an in-depth understanding of the dynamics of entrepreneurship in rural and urban areas.

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