

## Entrepreneurial Marketing : Bibliometric Analysis Using Vosviewer

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### ABSTRACT

The study of Entrepreneurial marketing is an important part of the scope of research in the field of marketing and entrepreneurship. A concept of entrepreneurship and marketing that defines business for upcoming difficulties is called entrepreneurial marketing. This study aims to analyze the literature on entrepreneurial marketing. The approach using bibliometric analysis in this study was to measure the development of research on entrepreneurial marketing during the last six years in business and entrepreneurship as well as in the management domain. This study also analyzed research trends and proposed a plan for further studies on entrepreneurial marketing. The research approach merged bibliographic data through extraction from the Scopus database. This study used the bibliometric method on Scopus documents, then screened research articles during 2016-2021. Bibliometric techniques, citation analysis, and co-citation analysis were also used in this study. This study revealed the nature and direction of research carried out by entrepreneurial marketing over the last six years. Seven clusters existed as emerging themes in the entrepreneurial marketing literature. Besides, this study found the most influential authors, journals, institutions, and countries related to research on entrepreneurial marketing with possible future research directions in entrepreneurial marketing.

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## Introduction

Marketing and entrepreneurial activities are two of the critical company's main activities to achieving business success [1]. The ability to define marketing and entrepreneurial activities correctly through creating market opportunities and creating superior value for consumers is a marketing activity determinant of the company's success. Similarly, the entrepreneurial approach to business, where opportunities are identified quickly and exploited, is also undertaken substantially, thereby improving performance [2, 3]. Marketing and entrepreneurship have traditionally been considered separate disciplines. However, in its development, the two concepts complement each other in the nature and practice of business marketing strategy activities in the 21st century [4]. Entrepreneurial marketing (EM) connects marketing and entrepreneurship that have developed to date. [5] reviewed entrepreneurial orientation as a determinant in entrepreneurial marketing. They explained that entrepreneurial orientation is a determinant dimension influencing entrepreneurial marketing behavior.

Entrepreneurial marketing differs from managerial marketing, which assumes that the market is already formed so that the company is there to take the market. While entrepreneurial marketing first identifies and develops opportunities. After that, marketing techniques are applied and adapted to the limited resources and volatile environment that organizations often face. In this context, entrepreneurial effectuation consists of creativity, proactivity, and flexibility. It plays a major role, as does the relationship between entrepreneurs and consumers, which, when properly integrated, enables entrepreneurial marketing to deliver superior performance and value [6-8]. Entrepreneurial marketing has evolved to date. Initially, entrepreneurial marketing reached a critical mass and later developed and is considered a distinct school of marketing thought [9-11]. The study of entrepreneurial marketing is increasing, approached from various perspectives [12]. As EM research becomes large and approaches vary, there is an increasing need for comprehensive literature reviews, particularly studies that identify the main topics and directions of the future research agenda.

This study used a bibliometric approach. A bibliometric approach examined the structure and research topics of EM. A better understanding of EM literature is still not widely offered. This study was structured with the stages of conducting a brief review of the literature on EM. Furthermore, the method applied in this study was described. Four stages of research design were carried out, including co-citation/bibliographic-coupling analysis, network analysis, factor analysis, and correspondence analysis. The analysis was then discussed regarding the flow and topics of EM research. Future research avenues are also suggested. This paper ends with limitations and some closing notes.

#### Entrepreneurial Marketing Literature Reviews

Marketing and entrepreneurship are regarded as two distinct research areas. To develop new company strategies, entrepreneurship is intimately tied to competitive behavior, opportunity identification, creativity, and invention. These three factors can quantify entrepreneurship: innovation, proactiveness, and courage in risk [13]. The American Marketing Association (AMA) defined marketing in 2007 as the activity, institutions, and procedures for developing, communicating, delivering, and exchanging offers that value clients, consumers, partners, and society [14]. The two primary topics in business and entrepreneurship, entrepreneurship and marketing, have given rise to entrepreneurial marketing. The concept was then further investigated using various sample sizes [6, 7, 11, 15, 16]. As a result, in the 21st century, entrepreneurial marketing has been seen as a vibrant and promising research field in management and business [10]. Due to their limited resources and need for creative and inventive solutions to compete in an increasingly competitive market, SMEs were first the focus of entrepreneurial marketing. The data also supports the notion that conventional marketing is inappropriate for small businesses [17]. Other researchers argued that EM could be applied regardless of consumer behavior [18] and social sphere [10].

EM combines the marketing definition provided by the AMA plus the entrepreneurial principles of entrepreneurial management and entrepreneurial orientation. Lopes, Laurett

[10] explained that EM is the consequence of the intersection of traditional marketing and entrepreneurship. It is influenced by market orientation, entrepreneurial orientation, and customer orientation to innovation. Through a systematic review, Yadav and Bansal [19] defined EM as having an entrepreneurial orientation, a marketing orientation, an innovation orientation, a consumer orientation, and an emphasis on company performance. Lopes, Laurett [10] outlined the five constructs and other dimensions used to classify entrepreneurial marketing: Customer orientation (brand value, customer relationship management, communication, and customer intensity), entrepreneurial orientation (proactive, inactive, and willing to take risks), Innovation orientation (knowledge infrastructure and propensity to innovate, marketing orientation (resources, responsiveness to competitors, marketing, and network), performance (innovation, finance, and organization).

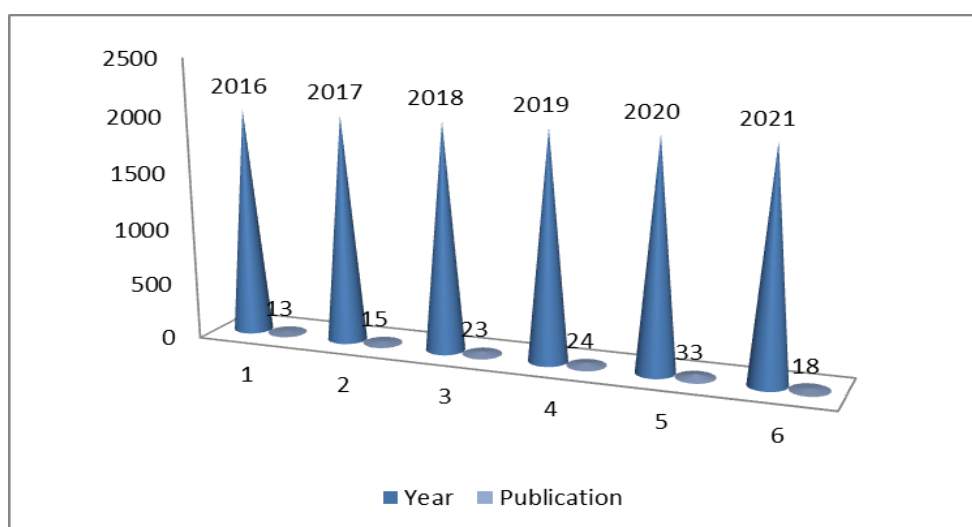
## Method

This research focused on the topic of 'entrepreneurial marketing'. This study was conducted through an investigation process on 'entrepreneurial marketing' management and business by taking data from the Scopus database from 2016 to 2021. The researcher chose 2016 to 2021 due to trends in the last 6 years, although 'entrepreneurial marketing' has been widely studied for several years in the last decade. The last test was done by mapping and performing cluster analysis based on data from Scopus. This study used a coupling technique bibliography with the Vosviewer program. Nuryakin and Ngetich [20] The VosViewer software was used for bibliometric mapping. VosViewer focuses on the graphical representation of bibliometric maps and could present graphical views in an easy-to-interpret manner. The following is the order in conducting data collection. After the data was collected, the import process used VosViewer software. Then a relationship mapping was done by visualizing the similarity of methods.

## Result and Discussion

### Publication by year

Figure 1 illustrates the frequency and number of annual publications processed around entrepreneurial marketing. A moving average trend has been added to analyze the publication's growth.



**Figure 1.** Publication by Year

Source : Data Processed

Figure 1 shows the number of publications around the 'entrepreneurial marketing' topic over the last 6 years. The trend seems to be increasing. In the graphic for 2016, the number of documents is still low, with only 13. However, since 2017, scientific publications have grown and reached their maximum publication growth in 2020, with 33 articles. Meanwhile, in 2021 the number of published documents is 18 articles. This number is still low because, in 2021, not all data can be visualized.

### Annual publication by journal and author

Table 1 shows the frequency and number of journal publications related to entrepreneurial marketing after data processing.



**Table 1.** Publication by Source

Source	Publication
International Marketing Review	10
International Journal of Entrepreneurial Behaviour and Research	4
Journal of Research in Marketing and Entrepreneurship	5
Journal of Business Research	4
Qualitative Market Research	4

Source : Data Processed

After analyzing the data on entrepreneurial marketing, the order of publications in journals taken from the Scopus database is as follows: International Marketing Review with 10 publications; International Journal of Entrepreneurial Behavior and Research with 4 publications; Journal of Research in Marketing and Entrepreneurship with 5 publications; Journal of Business Research with 4 publications; Qualitative Market Research with 4 publications. Meanwhile, the publications with the most authors on entrepreneurial marketing can be seen in Table 2.

**Table 2.** Publication by Author

Author	Publication
Crick, J.M.	5
Crick, D.	3
Zucchella, A.	3
Charupongsopon, W.	2
Chaudry, S.	2
Daniel, E.	2
Falahat, M.	2
Ghauri, P.N	2
Hagen, B.	2
Kuivalainen, O.	2

Source : Data Processed

Table 3 illustrates the author's expertise matrix on citations of certain research fields. This study focuses on 10 different authors by identifying the author's expertise: Crick, J.M. with 5 publications; Crick, D. with 3 publications; Charupongsopon, W. with 2 publications; Chaudry, S. with 2 publications; Daniel, E with 2 publications; Falahat, M with 2 publications; Ghauri, P.N. with 2 publication, and Kuivalainen, O. with 2 publications. Table 3 also describes the knowledge of entrepreneurial marketing geographically based on citations by country.

**Table 3.** Publication by Country

Country	Publication
United Kingdom	40
United States	15
Malaysia	12
Indonesia	10
Finland	
Canada	7
New Zealand	7
Spain	7
Brazil	5
India	5

Source : Data Processed

This study covers 10 countries with a focus on entrepreneurial marketing. The United Kingdom has the highest number of publications, followed by the United States and Malaysia and Indonesia, Finland, and Canada, which have produced relatively few documents but have important records. Meanwhile, New Zealand, Spain, Brazil, and India published a few papers. Table 4 shows the publication by affiliation data based on the universities.

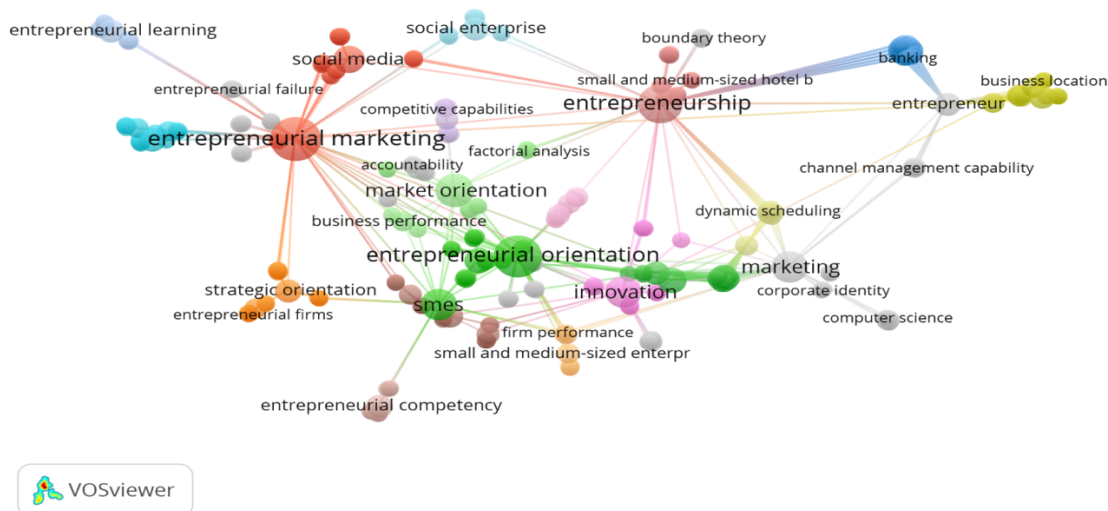
**Table 4.** Publication by Affiliation

Affiliation	Publication
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Loughborough University	6
University of Birmingham	4
University Of Northumbria	3
Universita Degli Study di Pavia	3
University of Otago	3
University of Ottawa	3
Sheffield Hallam University	3
Universiti Tunku Abdul Rahman	3
Sheffield Business School	3
Newcastle Business School	3

Source : Data Processed

Loughborough University has the highest number of publications, followed by three other universities: the University of Birmingham, the University Of Northumbria, and Universita Degli Study in Pavia, followed by several other universities, such as the University of Otago, the University of Ottawa, Sheffield Hallam University, Tunku Abdul Rahman University, Sheffield Business School, Newcastle Business School. This section also describes the publication clustering of themes and abstracts about entrepreneurial marketing are shown in Figure 2.







**Figure 2.** Linkage and Clustering of Themes and abstract in an entrepreneurial Marketing  
Source : Data Processed

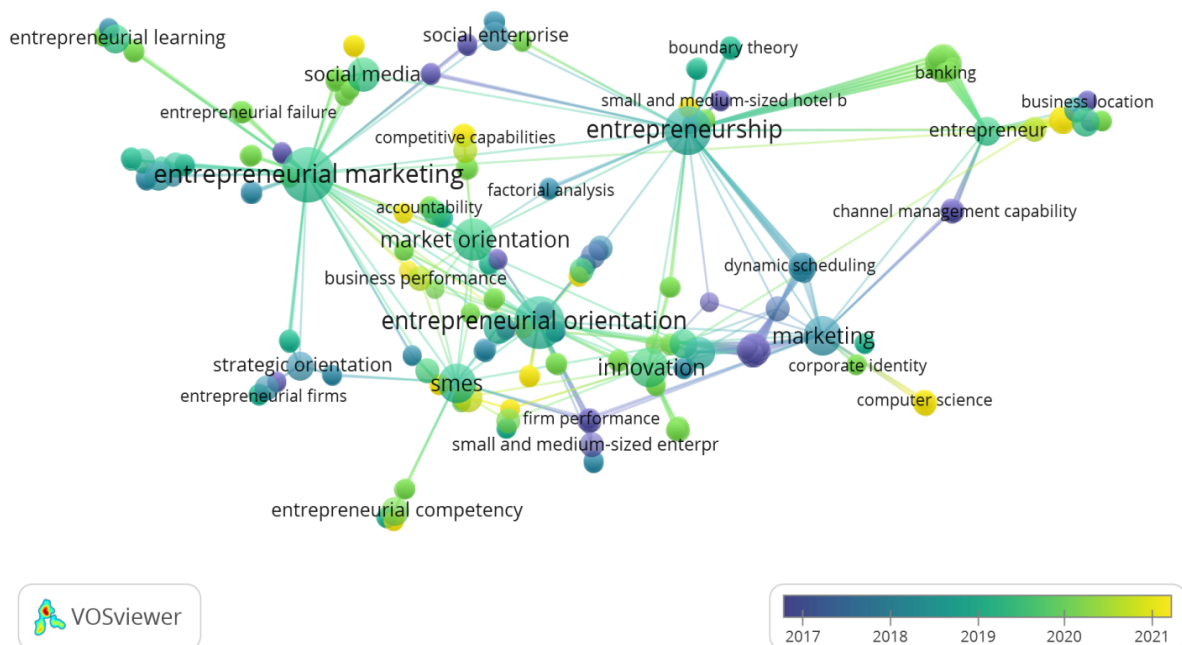
Entrepreneurial marketing in several visualizations related to this research theme has been identified in many articles. Furthermore, there are seven clusters of entrepreneurial marketing concepts after visualization with Vosviewer, as seen in Figure 2. Then the entrepreneurial marketing concept is derived from the cluster density display, then given a color code that describes entrepreneurial marketing in each cluster. The themes are often discussed in previous research and used in future research. Figure 2 shows that different colors distinguish the cluster density of each cluster.

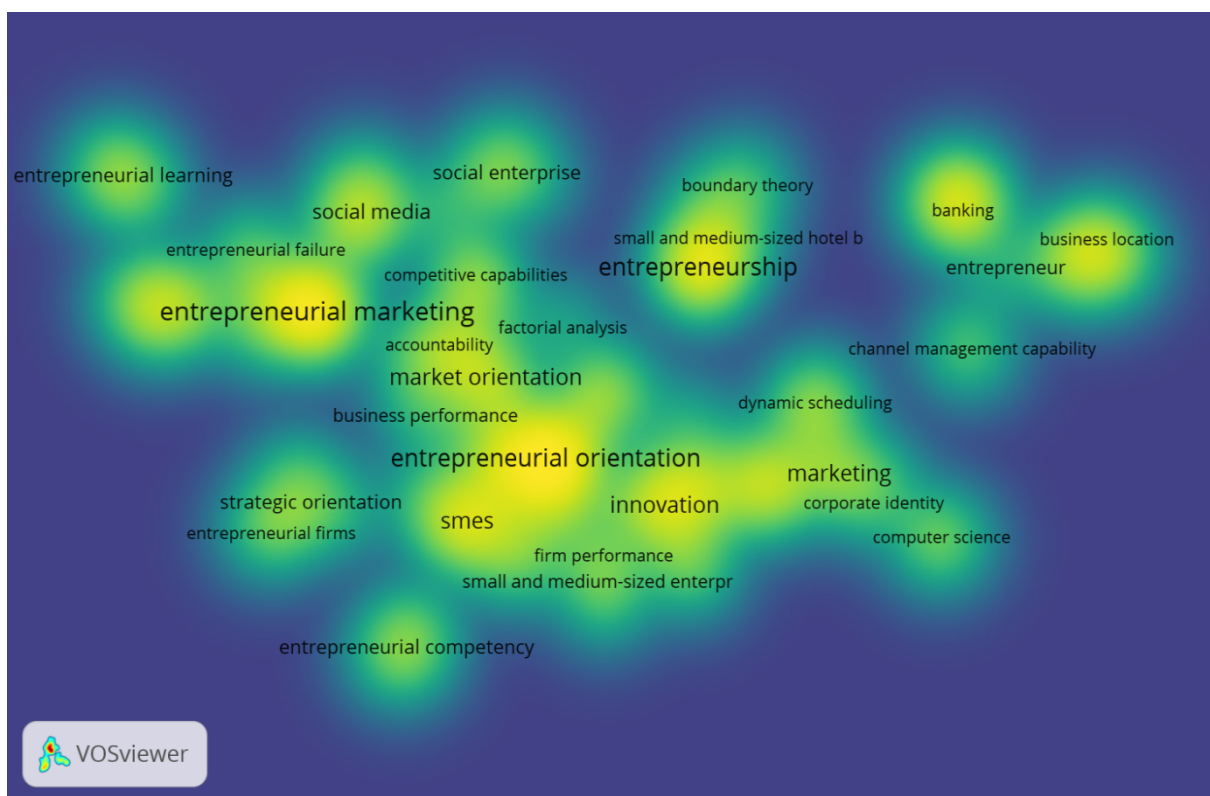
**Table 5.** Themes Clustering in Entrepreneurial Marketing

Cluster	Items	Jumlah Items
Cluster 1	Entrepreneurial Marketing, Marketing entrepreneur, Influencer Marketing, Community based marketing, Crowdfunding, social media marketing	7 Items
Cluster 2	Social Capital, Profitability, Performance, Market Participants, managers, managerial Cognitions, Innovation Capability, Experiments, Competitive Performance, Competitive Advantage, Competition, Commerce, behavioral strategy, Cognitive Capability	17 Items
Cluster 3	Banking, Capital, costs, currency Market, economic and Social effect, Electronic Money, information asymmetry, Institutional economics, Startup Financing, Supply chain Management, Technology Adoption, transaction cost, transaction cost Economics, Venture Capital	14 Items
Cluster 4	Entrepreneurial skills, Entrepreneurship culture, Performance of SMEs, Technological forecasting	5 Items
Cluster 5	Business strategy, economic crisis, marketing performance, networking capability, overall performance, personality traits, value innovation capabilities	7 items

Cluster 6	Agile Marketing, emerging markets, export propensity, foreign market performance, marketing strategy, networks, serial entrepreneur, strategic agility	8 Items
Cluster 7	Brand equity, comfort entrepreneur, digital orientation, digitalization, entrepreneurial firms, Greece, growth strategy, strategic marketing, strategic orientation, strategic types	12 Items

Source : Data Processed





**Figure 3.** Overlay visualization of title and abstract

Source : Data Processed

Through the overlay visualization, the analysis of the metadata imported into VOSviewer can be shown in the image above. In overlay visualization, the color of the nodes represents the theme, and the year the article containing the theme was published, which also describes the developmental picture of the study on entrepreneurial marketing, which can be seen in the available colors.

## Discussion

The study measures the trend of studies on entrepreneurial marketing by conducting a rigorous bibliometric analysis in the period between 2016 to 2021. A study using bibliometric analysis involved citation analysis, co-citation analysis, and co-occurrence of author keywords in achieving this study's objectives. It has been studied and mapped on



entrepreneurial marketing and the development of research on this topic over the last six years. Citation analysis has been carried out to answer the research questions. After analyzing the data, the number of publications on entrepreneurial marketing has increased over the last six years. The trend of publications on entrepreneurial marketing also continues to grow to date (2016-2021).

International Marketing Review, International Journal of Entrepreneurial Behavior and Research, Journal of Research in Marketing and Entrepreneurship, Journal of Business Research, and Qualitative Market Research publish many papers on entrepreneurial marketing. At the same time, the matrices of the author's expertise on this topic include Crick, J.M., Crick, D, Charupongsopon, W. Chaudry, S, Daniel, E, Falahat, Ghauri, P.N, and Kuivalainen, O. Other findings in this study also described the geographical scope of the focus on entrepreneurial marketing topics, which are dominated by the United Kingdom, United States, Malaysia, Indonesia, Finland, Canada, New Zealand, Spain, Brazil, and India. At the same time, university affiliations that study a lot of entrepreneurial orientation topics include: Loughborough University, University of Birmingham, University of Northumbria, Università Degli Studi Pavia, University of Otago, University of Ottawa, Sheffield Hallam University, Universiti Tunku Abdul Rahman, Sheffield Business School, and Newcastle Business School. The visualization of the entrepreneurial marketing concept consists of seven clusters after visualization with Vosviewer, which has also been given a color code describing each cluster's entrepreneurial marketing concept.

The results contribute both practically and academically. Almost this study also provides a practical contribution to practitioners regarding the concept of entrepreneurial marketing that can help business people to build organizational strategies. In addition, this study provides an understanding of managers in managing organizations to improve business performance by identifying their resources in the face of competition and the dynamics of a constantly changing environment. The findings support previous studies where companies implemented entrepreneurial marketing by considering company size, age, and ownership [21]. This study also identified the gradual development of the strategic management field

over the years. Further, it contributes to the theory by describing the main research themes that have emerged from the literature on entrepreneurial marketing. Academically, this study also contributes to entrepreneurial marketing, which can be published extensively in journals and institutions that have studied the topic. The themes of this research also validate some key findings derived from previous studies that describe the development of research topics on entrepreneurial marketing [12].

## **Conclusion**

This study show that citation analysis, co-citation analysis, and bibliometric approaches. The nature and direction of research conducted by entrepreneurial marketing over the past six years were made clear by this study. In the literature on entrepreneurial marketing, there were seven clusters that emerged as themes. Finally, this study identified the most significant writers, publications, organizations, and nations in relation to entrepreneurial marketing research, along with potential avenues for future investigation.

## **Managerial implications**

Entrepreneurial marketing is still an interesting study material for researchers and practitioners conducting future research. This study still lacks a database on entrepreneurial marketing. Practitioners and researchers need to understand entrepreneurial marketing to provide opportunities to focus on the problems discussed in future studies. This study helps practitioners interested in entrepreneurial marketing collaborate with researchers to produce, plan, and manage future research on entrepreneurial marketing studies.

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