

PalArch's Journal of Archaeology of Egypt / Egyptology

LEADERSHIP AND BUSINESS ENTREPRENEURSHIP: A BIBLIOMETRIC ANALYSIS

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Castrillon. Leadership And Business Entrepreneurship: A Bibliometric Analysis--
Palarch's Journal Of Archaeology Of Egypt/Egyptology 19(4), 350-358. ISSN 1567-
214x**

Keywords: Leadership, Entrepreneurship, Trends, Software VOS view.

ABSTRACT

This research aimed to develop a bibliometric analysis on leadership and entrepreneurship, using the Scopus database from 2000 to 2022. For this purpose, a descriptive methodology with a qualitative approach was used, where the historical development of the publications was analysed using Excel software to collect and analyse the information. As for the results, the scientific production represented in the volume of publications made, the co-occurrence of keywords through the VOSview software, and the most representative countries where the largest number of publications have been made in this topic of study were analysed, in addition, the most important studies were evaluated according to the citation index and a discussion is made regarding the comparison with other similar studies. Finally, the study concludes that corporate leadership and entrepreneurship has been widely studied, especially since 2014, which represents 70% of the publications of the last 20 years.

INTRODUCTION

Leadership styles produce effects on entrepreneurial entrepreneurship, among which transformational, temporal, open, charismatic and positive leadership styles can be mentioned (Verma & Mehta, 2020). This indicates that according to (Yingjun, Jahan, & M., 2021), there is a strong theoretical and practical link between business entrepreneurship, management and leadership. Therefore, in the evolution of economies, business initiatives are required to generate value and competitive advantage in order to achieve the sustainability of companies in an increasingly demanding and changing economy.

The purpose of this study was to carry out a bibliometric analysis on leadership and business entrepreneurship, using the Scopus database during the period 2000 to April 2022, obtaining as a result that the most scientifically productive period was from 2015, contributing 70% of the publications in a period of more than 20 years, and it was also identified that the countries that contribute most are mainly the United States, the United Kingdom and Australia.

This article is constituted in the first part by the introduction, in the second part the theoretical framework that supports the research is established, in the third part the methodology used is established, in the same way in the fourth part the results are related, and in the fifth part the conclusions of the study are established.

Leadership in organisations is based on the interaction between leaders and their subordinates, i.e. these leaders seek to influence the behaviour of workers with the aim of achieving organisational objectives (Yukl, 2013). The same author defines leadership from different points of view, as in the case of traits, behaviours, influence, interactions, relationships in the roles played and the occupation of an administrative position. For (Shastri et al., 2010), leadership is defined as the relationship between a leader and a group of people with common interests (James & Collins, 2008), there are many experts and researchers who agree that leadership is a combination of skills and behaviours between leaders and their work teams.

On the other hand, according to (Ramos-Maçães & Román-Portas, 2022) classical leadership theories are based on the behaviour of the leader and his or her relationship with the organisation's employees, but new theories define leadership by the types of incentives or rewards offered to employees, but not by the behaviour of the leaders, and define three types: transactional, transformational and laissez faire (non-leadership) leadership. Consistent with the above, transactional and transformational leadership have aroused great interest, taking into account modern theories (Bass & Avolio, 2000). When measuring the behaviour of leaders, one begins by analysing transformational behaviours and then moves down to the transactional behaviour of these leaders (Bass B. M., Avolio, Jung, & Berson, 2003). In the same vein, (Avolio, Zhu, Koh, & Bhatia, 2004). They argue that the transformational type of leader motivates workers to move forward and achieve higher levels of performance, inspiring subordinates to transcend their own barriers and interests.

Studies by academics have identified the relevance of a psychological perspective on people, as entrepreneurship has been shown to be fundamentally personal. (Baron, 2007). In this sense, previous research confirms the above, as it has been shown that in entrepreneurship there are psychological typologies in individuals that motivate them to become entrepreneurs. (Rosado-Cubero, Freire-Rubio, & Hernández, 2022) Successful entrepreneurs excite and motivate people and create favourable environments for the achievement of the proposed objectives. (Audretsch, 2012).

Consistent with the above, there are key elements in the personality that are related to entrepreneurship, among which stand out the need for achievement, being prone to risk, and possessing an attitude of self-efficacy (Bygrave & Hofer, 1992), (Caliendo, Fossen, & Kritikos, 2014), being autonomous and independent (Rauch & Frese, 2000), being optimistic (Ivanova & Gibcus, 2003), being passionate, having organisational self-efficacy (Stroe, Parida, & Wincent, 2018). Entrepreneurs who possess some of these psychological characteristics may be more likely to start a business or enterprise (Rosado-Cubero, Freire-Rubio, & Hernández, 2022), entrepreneurs are therefore ambitious people who engage in efforts to materialise their ideas into businesses that operate for the purpose of profitability (Gieure & Benavides-Espinosa, 2020), (Frese & Gielnik, 2014).

METHODOLOGY

This article was developed under the descriptive methodology with a qualitative approach in that it analyses the characteristics of the publications on leadership and business entrepreneurship in Scopus in the period 2000 to April 2022. The search equation used were the words and combinations in the English language: "Leadership" AND "Entrepreneurship", in addition, a structured process of literature review was followed, as described in figure 1.

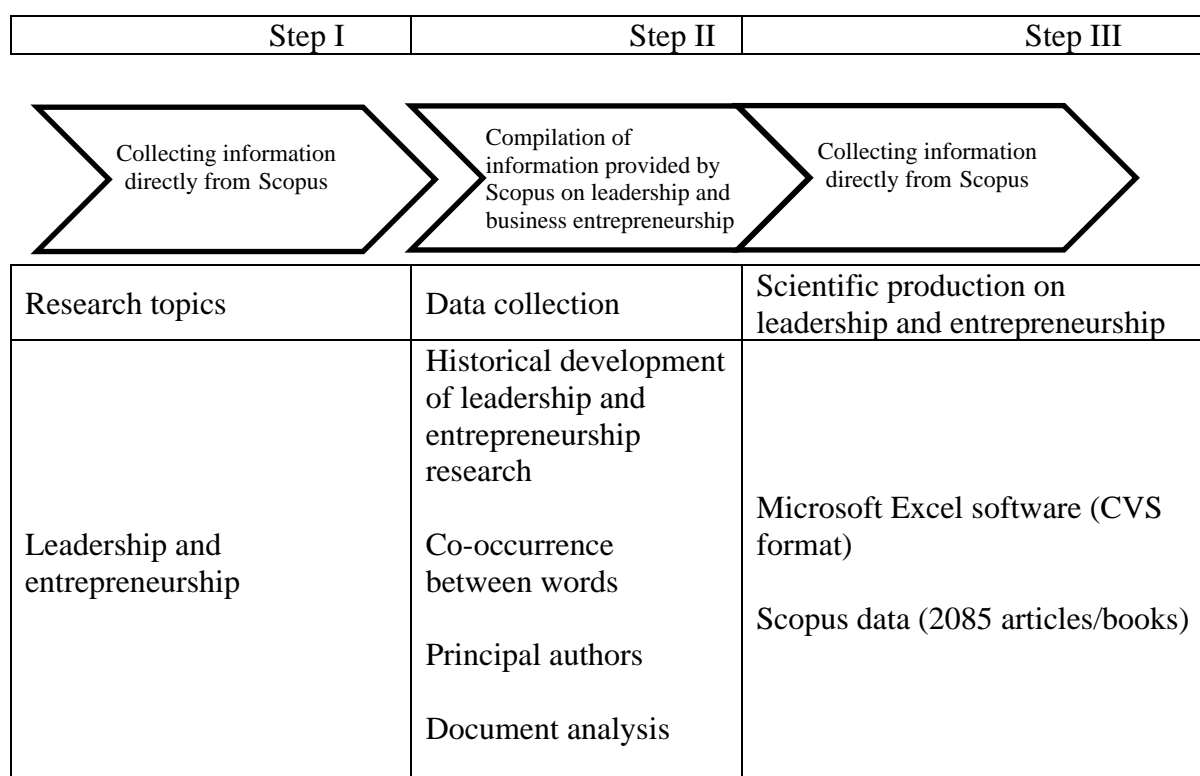


Figure 1. Structured literature review process.

RESULTS

On a global level, the historical development of research on leadership and entrepreneurship in organisations, according to figure 2, has increased exponentially in recent years. According to the publications in Scopus, there are

2086 publications during the period between 2000 and April 2022, for which the search equation "Leadership" AND "entrepreneurship" was used, and then the respective analysis of the co-occurrence of keywords and countries on this topic of study was carried out.

As can be seen in Figure 2, during the years 2000 to 2013, 637 documents on leadership and entrepreneurship were published in Scopus in the 14 years, which represents an average of 46 publications per year, then in the period 2014 to 2016 350 articles were obtained in the three years, similarly in the period 2017 to 2019 538 articles were published, and finally in the years 2020 and 2021 was where there was the largest number of published documents with 493, it is also important to mention that as of April 2022 there are 68 documents, representing 27% of the previous year. According to what was argued above, the highest number of publications is found in the last years, specifically from 2014 to 2022 with 1449 publications in the 9 years, thus representing 70% of the scientific production.

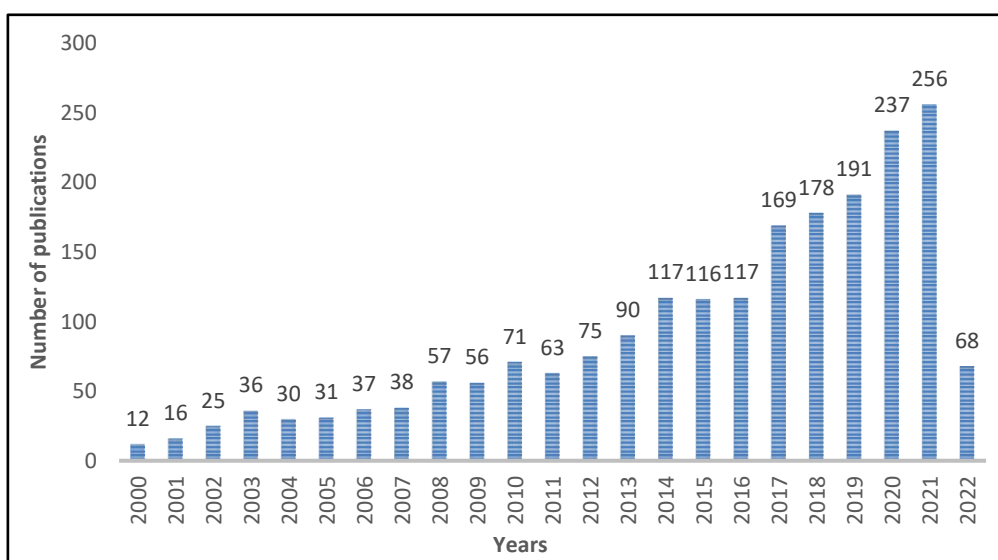


Figure 2. Historical development of research in leadership and entrepreneurship.

Evolution of keywords

The co-occurrence of keywords in the research on leadership and entrepreneurship is shown in figure 3, in which the five most important clusters can be distinguished, firstly "Entrepreneurship" in the central part of the figure in red, which was used 650 times, the second "Leadership" as well as the first cluster in the centre of the figure in red, was used 554 times, the third "human" in blue was used 187 times.

In coherence with the above, there are also other clusters such as "Innovation" (red colour), "Education" (green colour) and "Students" (green colour) which were used 169, 115 and 99 times respectively, in smaller proportions the clusters "Organizations and Management", "Engineering Education" and "Social Entrepreneurship" (light blue, green and red colours, respectively). This

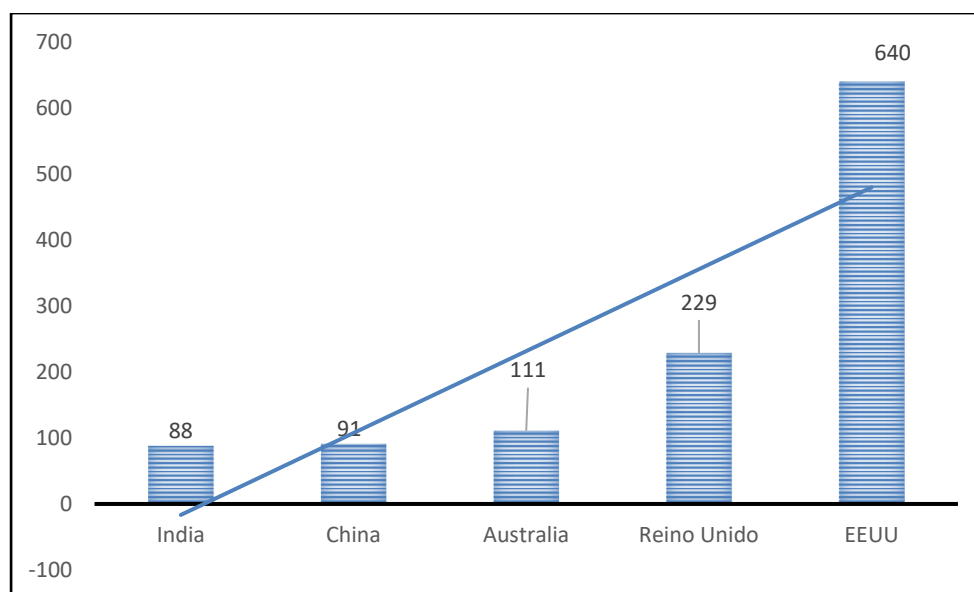


Figure 4. Leading authors on leadership and entrepreneurship

Documentary analysis and discussion

In this section, a documentary analysis of the most important articles is carried out, taking into account the highest citation index during the period from 2015 to April 2022, since, according to figure 2, this is where the greatest scientific production in the subject studied takes place.

The most cited article in Scopus according to the aforementioned time period was published by (Schoemaker, Heaton, & Teece, 2018), which studied the relationship between innovation in the business model, dynamic capabilities and strategic leadership in organisations to obtain a competitive advantage in the market. In the future, systemic leadership should emerge as a product of managerial evolution to become a holistic strategy, including aspects such as ethics, corporate social responsibility, teamwork and holistic interaction, in order to generate competitive advantage and achieve sustainability in the market (González - Castro, Manzano - Durán, & Torres - Zamudio, 2021)

The second most important study was published by (Block, Kohn, Miller, & Ullrich, 2015), whose results showed that in 4,568 German start-ups, managers make entrepreneurial decisions out of necessity in a higher proportion than cost leadership strategies and even lower market differentiation strategies. This research has similarities with that conducted by (Salas - Hernandez, Sagbini - Henriquez, & Salazar - Araujo, 2019), which conducted an analysis of the entrepreneurial ecosystem of Venezuelan migrant women entrepreneurs living in the city of Barranquilla, Colombia, who develop ventures based on necessity, but not on costs or differentiation due to their condition as migrant entrepreneurs, with scarce resources and opportunities.

In correspondence with the above mentioned research, leadership and business entrepreneurship is deeply related to information technology (IT), trade, competitiveness and international innovation, in this sense the article published

by (Al-Masaeed, et al., 2021), in this regard, the article published by the Malaysian and Jordanian research team, who examine the importance of IT, corporate entrepreneurship, trade and international relations in 500 companies in Malaysia and Jordan, concludes that IT capability significantly influences international innovation capabilities, and this in turn has a positive effect on corporate entrepreneurship and international trade, finally international trade inventive international relations. This study has some affinity with the one conducted by (León - Castillo & Pongutá - Santos, 2020), which developed a descriptive analysis of the Free Trade Agreement between Colombia and the European Union, focusing specifically on the mining and energy sector, which represents 70% of the international operations between the parties. This study evaluated the gradual process of Colombia's international economic insertion in a trade with 500 million consumers, taking advantage of the opportunities to import and export to and from abroad.

Finally, in this same dynamic of international trade, it is worth mentioning the study carried out by (Fonseca- Carreño, 2019). In the first part they argue that business ventures generate employment, productivity, competitiveness and economic growth through the establishment of productive alliances between companies and market specialisation. In the second part of this document they develop an empirical investigation that evaluates sustainability, In the second part of this document, they develop an empirical investigation that evaluates the sustainability, associativity and commercialisation of the blackberry value chain (*rubus glaucus*) in Sumapaz, where it was identified that the primary links do not make adequate use of agricultural and business practices, an aspect that must be improved in order to compete in the international market by adopting new forms of business development.

CONCLUSION

Business leadership and entrepreneurship is widely studied by the international scientific community, because over the years there has been a very significant increase in publications in Scopus in the period between 2000 and April 2022, in which 2086 scientific articles were published, especially from 2014, when 70% of the scientific production was obtained in more than 20 years analysed. This indicates that the research carried out on these study topics is increasing due to the importance it represents for managers, entrepreneurs and the sustainability of organisations.

The co-occurrence of keywords in the research on leadership and business entrepreneurship, according to the documents consulted, three clusters can be distinguished as the most important, firstly "Entrepreneurship" which was used 650 times, secondly "Leadership" which was used 554 times, thirdly "human" used 187 times, this indicates that the largest number of publications used these keywords and therefore they are very important to take into account because they are the ones that best relate the concepts of leadership and entrepreneurship.

Finally, the most influential countries in the study of leadership and business entrepreneurship were identified, the most important being the United States, which contributed 640 publications, with a wide difference with respect to the

second and third countries, the United Kingdom and Australia, with 229 and 111 published documents, which also contributed significantly.

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