

## Bibliometric Review on Indigenous Entrepreneurship: Past Findings, Present and Ways Forward

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### ABSTRACT

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Indigenous entrepreneurship is one of the emerging academic fields. Studying indigenous entrepreneurship creates a dynamic environment because business and entrepreneurship boost rural and urban socio-economic development. Indigenous people are vital to the entrepreneurial ecosystem. 250–600 million indigenous peoples live worldwide, including Africans, Americans, Asians, Europeans, and Oceanians. The government and policymakers have prioritized economic, social, educational, human capital, health, and development policies at the local and international levels to support indigenous communities. Academic and research activities on indigenous populations are lacking due to their importance. Recent studies only represent specific communities and ethnicities in a given geographic area. This study reviews indigenous entrepreneurship using a bibliometric approach. Bibliometrics was used to retrieve 767 journal articles from WoS. Three analyses were performed: citation analysis, co-citation analysis, and co-word analysis. Co-word analysis finds five clusters, and co-citation analysis four. This study examines indigenous entrepreneurship conceptually and practically and suggests a few future directions based on research limitations.

## 1. Introduction

Entrepreneurship has been identified as a critical driver of regional economic growth and employment; thus, promoting entrepreneurship is seen globally as an essential driver of prosperity and community well-being nowadays [1]. Yet, entrepreneurship has prevailed and is frequently lauded as a significant contributor to global development and a catalyst for accelerating transformational change in social or institutional spheres. Additionally, it has been suggested that entrepreneurship is crucial in addressing societal and environmental problems like hunger, poverty, climate change, and sustainability [2]. Due to its importance, initiating and developing the formation of entrepreneurial activity for all communities become a policymaker or a government priority [3].

Indigenous entrepreneurship, or entrepreneurial activities carried out by indigenous people, promotes economic prosperity and political stability in indigenous communities and the

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mainstream societies in which they live [4]. Furthermore, indigenous entrepreneurship can help to preserve indigenous culture, which has long-term intrinsic value and is an integral part of a country's identity [4]. The population and distribution of indigenous peoples vary by geographical area. Thus, a better understanding of indigenous entrepreneurs' experiences and business models in all regions will benefit entrepreneurs and local policymakers [5]. Indigenous entrepreneurs provide economic empowerment to the indigenous population, including improving their socio-economic [6]. Thus, according to Vázquez Maguirre *et al.*, [7], indigenous entrepreneurship provides financial and non-financial benefits, such as contributing to local economic growth, conserving indigenous culture, and protecting the local environment. Despite its current advantages and prospects, there is more consensus on the definition.

Given its significance to the indigenous community and the local economic development, the government has initiated and planned support programs to ensure that indigenous businesses are profitable and sustainable [7]. Additionally, due to a growing interest in indigenous entrepreneurship, more research has recently emerged to investigate the psychological and behavioral factors influencing indigenous participation [8]. It seeks to leverage opportunities to acquire and generate socioeconomic value [9]. Indigenous peoples, whose survival depends on a traditional economic system emphasizing self-sufficiency and dependence on forest resources, live below the poverty line, which led this minority community to temporary employment and lower and unstable income [10]. Thus, entrepreneurship is a key component of actively pursuing alternative economic pathways for indigenous communities' sustainable tribal economic development and growth [11] where entrepreneurship is part of the innovation to improve socio-economic conditions and fight poverty [7].

This study is motivated by the recent surge in interest in indigenous entrepreneurship, which has resulted in numerous reviews of this topic, particularly in tribal economic development. Fostering tribal economic development and indigenous entrepreneurship is one of the most pressing issues indigenous communities face today. Expanding business opportunities and enhancing living conditions are crucial to the long-term viability of indigenous communities [11].

This research suggests a review based on bibliometric analysis. Even though many research has recently emerged in this field, the study on indigenous entrepreneurship based on bibliometric analysis still needs to be made available. Thus, understanding the concept of indigenous entrepreneurship through visualization still needs to be improved. Therefore, this study proposes three approaches through citation analysis, co-citation analysis, and co-word analysis, specifically in the field of indigenous entrepreneurship, to achieve the following research objectives:

- i. To identify the most influential publications in indigenous entrepreneurship through citation analysis.
- ii. To explore the network structure and the relationship among the highly cited publications through co-citation analysis about indigenous entrepreneurship.
- iii. To analyze and predict future trends and work in indigenous entrepreneurship through co-word analysis.

In general, entrepreneurship will be discussed in the context of an indigenous viewpoint in this study, which will be useful for scholars and practitioners to develop and improve on this emerging but potentially important topic based on indigenous populations around the world, including Africa, America, Asia, Europe, and Oceania. This bibliometric review addresses theoretical and practical gaps by applying a systematic knowledge framework based on high-quality, peer-reviewed publications. Section 1 presents the research objectives and an overview of indigenous

entrepreneurship. Section 2 of the literature review expands on indigenous entrepreneurship and its economic, social, and environmental significance. Section 3 outlines the method based on the bibliometric analysis, and Section 4 gives the results and discussion, which include cluster-based themes. Section 5 discusses the ramifications of theoretical and practical considerations. Section 6 ends the study with its conclusions and limitations.

## **2. Literature Review**

Entrepreneurship is pivotal to today's economy. It is a critical pillar of economic development and growth [12]. Entrepreneurs are always associated with the centre of innovation, job creation, and the generation of much of the wealth in economies and communities worldwide [13]. Entrepreneurial activities promote employment, productivity growth, innovation and invention training, and the commercialization of innovation also provides the opportunity to create a more resilient and sustainable path for nations' and communities' future economic prosperity [11,14]. Seeing entrepreneurship as a remedy for social and economic concerns, local and national governments have developed policies and initiatives to promote entrepreneurship, frequently in conjunction with international and regional development non-governmental organizations [2]. Moreover entrepreneurship activities help to boost the vitality of the urban economy as well improving the rural areas in developed countries [15,16]. To achieve global sustainable development, a policymaker or government of the country must embrace both the urban and rural regions [17] and most of the indigenous population comprising a rural community [10].

Indigenous people are usually rooted in rural areas in all regions across the globe [4]. Many rural areas in developed countries are witnessing a dramatic population and economic decrease [14]. One of the reasons is that indigenous communities are always associated with poverty and the underprivileged [17]. Nearly every indigenous community relies on jungle resources for survival and economic activity [10]. Indigenous communities that were formerly self-sufficient and socially cohesive have suffered considerably as a result of colonial development, which brought with them shifting economic factors, encroaching population centres, and acculturation [18]. Hunger, malnutrition, restricted access to education and other necessary services, social prejudice and marginalization, and a lack of participation in decision-making, particularly regarding development in their area, have all resulted from poverty in this community [6]. Indigenous populations want lower unemployment rates, better housing, safe drinking water, health care, education, and infrastructure [11]. Government has encouraged less fortunate groups to engage in entrepreneurial activities to help those in need improve their living conditions [8,19]. Gouvea *et al.*, [11] argue that to break the cycle of poverty; indigenous people must establish a new economic and governance worldview in which entrepreneurship is a key to their economic and cultural regeneration and survival. These indigenous communities will need a thriving indigenous business ecosystem to avoid high levels of poverty and poor per capita income.

Poverty reduction has become a crucial economic and political aim for many governments and international organizations worldwide, as it is critical to society's well-being. Even though the absolute number of poor people has decreased dramatically over the last thirty years, poverty reduction strategies and programs continue to be among nations' most important economic and social development projects and other international organizations [20]. Scholars have undertaken a few studies on the impact of entrepreneurship on poverty reduction. Scholars in economics and management have attempted to investigate various techniques in this area and uncover the relationships between entrepreneurship and poverty reduction [2,21,22].

## 2.1 Indigenous Entrepreneurship

Indigenous entrepreneurship offers an excellent opportunity to explore how power shapes the relationship between institutions and indigenous entrepreneurs. Indigenous entrepreneurship is the extraction of value from community-based resources such as people, land, capabilities, and culture and the return of value responsive to a community's socioeconomic status [23].

One of the most important issues facing indigenous communities today is fostering tribal economic development and indigenous entrepreneurship. Indigenous communities' long-term existence depends on increasing business opportunities and enhancing living conditions. Indigenous communities desire a decrease in unemployment, better housing, clean water for drinking, better health care, better education, and improved infrastructure. These indigenous communities will continue to struggle with high rates of poverty and low per capita income without a robust indigenous business ecosystem. Low income and high poverty rates among indigenous people are tearing the social, economic, and environmental fabric apart [21,24].

Local and national governments, seeing entrepreneurship as a solution to social and economic problems, have adopted policies and initiatives to foster entrepreneurship, typically in collaboration with international and local development non-governmental organizations [2]. Encouraging tribal economic growth and indigenous entrepreneurship is one of the most pressing issues facing native communities today [5]. This initiative will foster economic prosperity in indigenous and non-indigenous societies [4]. Macpherson *et al.*, [4] states that expanding indigenous community' business opportunities and enhancing their living conditions are crucial for their sustainable future. To create and implement an autonomous sustainable economic development and growth strategy, indigenous communities must identify an alternative economic pathway [11].

## 3. Research Methodology

### 3.1 Bibliometric Review

A bibliometric or scientometric employs a network visualization based on knowledge and science mapping [26]. Bibliometrics utilize mathematics and statistics to systematically examine voluminous article data, such as tracking published works' regional and temporal distributions [27]. Bibliometrics' primary focus is the analysis of publications related to specific occurrences. Bibliometrics examines academic production over time to understand how a body of knowledge changes and progresses. It is based on a statistical analysis of published papers and their citations. The number of sources and the linkages between articles influence the status of scientific publications in a particular field of study [28].

This paper presents a contemporary method of bibliometrics analysis by extracting meaningful information from documents, authors, journals, institutions, and countries, allowing researchers to locate influential scholars and popular publications in this area appropriately [29]. In this paper, three bibliometric analyses focus on performance analysis and scientific mapping analysis to reveal the development of indigenous entrepreneurship in parallel with the three objectives indicated above:

- **Citation analysis:** Citation analysis is frequently used to assess the influence and level of recognition of an author, a document, or a journal [30]. The citation links describe the number of times an item has been cited [29]. The number of citations received by a published document is considered an essential criterion for evaluating its quality,

scientific effect, and significance in the field of research [30]. In order to determine the effect of institutions and countries in indigenous entrepreneurship studies, this research integrates the co-authorship network of institutions and the co-authorship network of nations.

- **Co-citation analysis:** The frequency with which a third article simultaneously cites two articles is referred to as co-citation [29]. The co-citation measure is a highly persuasive indicator of similarity since it represents the comparable opinions of many peer scholars [31]. The distance between two things in a co-citation network illustrates the correlation between the two items regarding co-citation relationships. Generally, the closer two elements are placed, the stronger their link [29] in indigenous entrepreneurship studies.
- **Co-word analysis:** Co-word analysis is a bibliometric method that utilizes word co-occurrence analysis to find subject areas that have characterized basic research at various times [32]. Co-word evaluation can be based on the co-occurrence network of keywords used in published publications or words retrieved from the article's title, abstract, or body [33]. Co-word analysis has also been used to extract relevant subjects in a specific field from enormous amounts of text data [34], specifically in indigenous entrepreneurship topics.

### 3.2 Search Strategy and Data Collection

For this study, original metadata was extracted from the Web of Science (Wos). WoS, introduced in 1997 and formerly known as Web of Knowledge, is a subscription-based database of abstracts and citations owned by Clarivate [35]. The WoS database includes extensive bibliographic references, citation indexes, and h-indexes of authors from several fields, including indigenous entrepreneurship. WOS was traditionally the exclusive and largest accessible database for bibliometric analysis. It is widely acknowledged as a reputable source for research topics, including science, social sciences, and humanities [36,37]. Among other database sources, this database can extract specific information for bibliometric analysis based on the total number of published papers, citations, h-index, citation thresholds, and citations per article [38].

The data was retrieved from the WoS, and the bibliometric maps were created using the free tool VOSviewer (Version 1.6.18). The Visualization of Similarities (VOS) viewer is gaining prominence in bibliometric analysis. This software was developed by Van Eck and Waltman (2010) to facilitate the easy creation and visualization of easily interpretable bibliometric maps. It effectively compiles literature, identifies similarities between selected articles within the parameters, and identifies the central theme among the publications [39].

**Table 1**  
Search string in WoS database

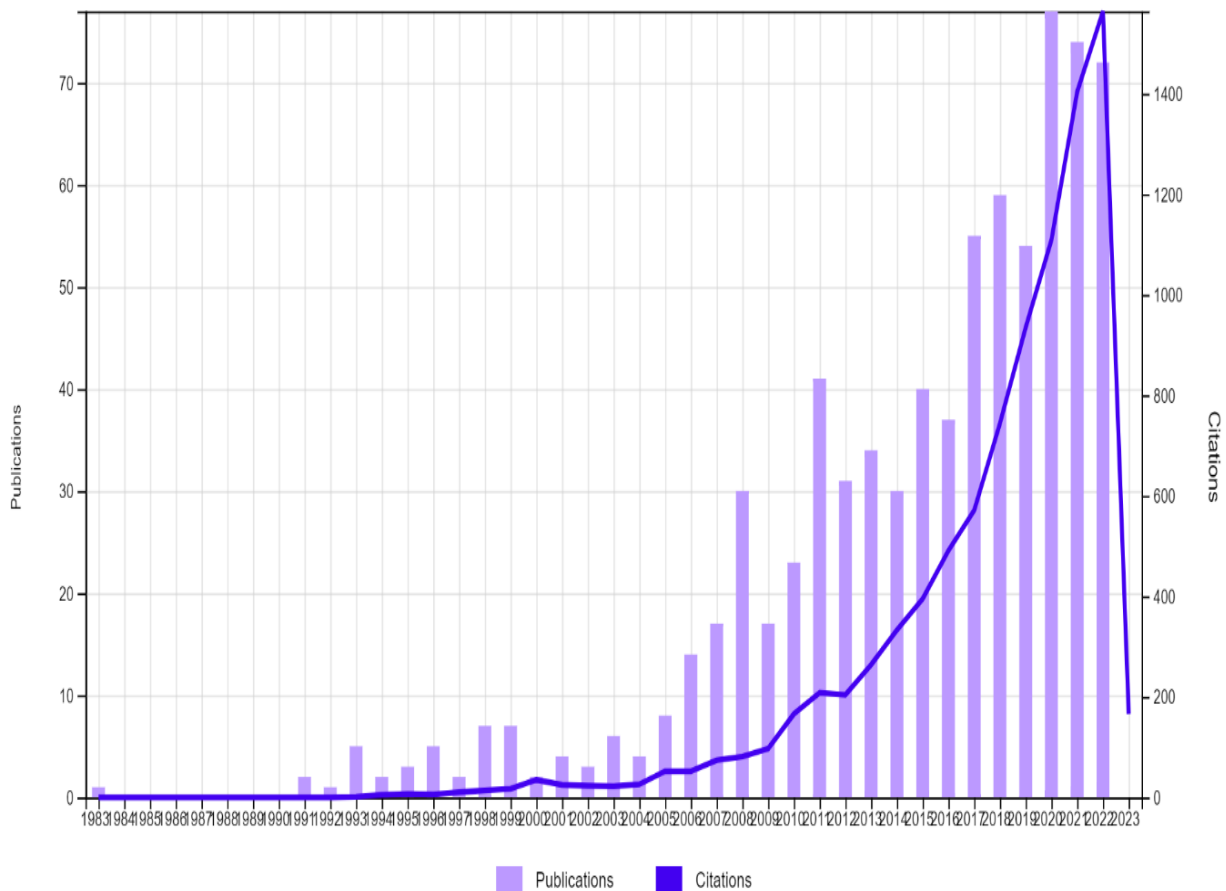
No	Keywords	Justification
1	(""entrepreneur*")	To identify literature related to the businessperson, founder, industrialist, producer, enterprise, enterprising and venture capital.
2	("aborigin*" OR "indigenous" OR "Orang Asli")	To identify literature related to the primitive, aboriginal, original, earliest and native people and populations.

The search string used for this study is shown in Table 1. Indigenous entrepreneurship and its associated terms and terminologies have been widened to include all potential studies on this topic. The search is limited to journal publications, omitting conference proceedings, magazines, books, and book chapters, to guarantee that only high-quality peer-reviewed articles are included. Furthermore, the review includes all publications until 2022, with items published in 2023 removed to focus the analysis on a full calendar year. On March 15, 2023, the WoS database was searched.

#### 4. Results and Discussion

##### 4.1 Descriptive Analysis

An initial search using the string above yielded 911 publications. The results were finalized with 767 articles after refining and narrowing the data search to only journal publications (898) and up to 2022. The citation report indicates 9,101 citations, of which 8,223 are without self-citation, with an average citation per item of 11.87 and an h-index of 49. According to Figure 1, indigenous entrepreneurship has piqued the curiosity of researchers worldwide. The first known study was discovered in 1983 but garnered little attention over the next few years. Nonetheless, it has steadily increased since 2013. It is likely to climb further as studies on indigenous entrepreneurship have piqued the interest of policymakers, particularly the government, due to its contribution to socioeconomic growth within the indigenous community.



**Fig. 1.** Number of publications and citation  
 Source: Web of Science (WoS)

## 4.2 Citation Analysis

### 4.2.1 Document citation

Table 2 displays the top ten highest-ranking publications based on the cited document. The top 3 cited publications are Swanson (2007) with 183 citations, Anderson (2006) with 164 sources and Carlisle (2013) with 142 citations. Table 2 also shows the top ten referenced publications with no until two links in the cited document network. These data demonstrate that indigenous entrepreneurship has been a relatively new topic of study over the 39 years. A link in Table 2 represents a co-occurrence between two keywords. According to the VOSviewer manual, each link possesses a strength, which is characterized by a positive numeric value which means the more significant this value, the more robust the connection [40].

**Table 2**  
 Top 10 document citation analysis

Rank	Author	Title	Citation
1.	Swanson <i>et al.</i> , (2007)	Revanchist urbanism heads South: The regulation of indigenous beggars and street vendors in Ecuador.	183
2.	Anderson <i>et al.</i> , (2006)	Indigenous land rights, entrepreneurship, and economic development in Canada: "Opting-in" to the global economy.	164
3.	Carlisle <i>et al.</i> , (2013)	Supporting innovation for tourism development through multi-stakeholder approaches: Experiences from Africa.	142
4.	Dove (1993)	A revisionist view of tropical deforestation and development.	130
5.	Kenney (2013)	Coming back after the sunrise: Returnees entrepreneurs and growth of high-tech industries.	127
6.	Pissarides (1999)	Is lack of funds the main obstacle to growth? EBRD's experience with small-and medium-sized businesses in Central and Eastern Europe.	126
7.	Li (2016)	Global implications of the indigenous epistemological system from the east. How to apply Yin-Yang balancing to paradox management.	124
8.	Yang (2013)	Social conflict in communities impacted by tourism.	115
9.	Wanhill (2000)	Small and medium tourism enterprises.	102
10.	Ray (2010)	Resource-Constrained Innovation for Emerging Economies: The Case of the Indian Telecommunications Industry.	102

A few issues of discussion are presented in the document analysis. Initially, the first topic that has been discussed about the subject is the rural indigenous communities face the problem of poverty. This issue led these communities into more challenging circumstances where the communities involved informal workers, beggars and street children. For their survival due to the overwhelming poverty, the indigenous earn their livings by vending, begging, and shoe shining on the streets of Ecuador's most prominent cities [41]. Consequently, to eradicate poverty as well as to cleanse the streets of urban desirables, Anderson *et al.*, [42] indicated that indigenous lands and resources are the foundation upon which indigenous people aspire to create their nations' economies and so improve their people's socioeconomic status through entrepreneurship. There is

a drawback to this business development activity where Dove [43] argues that development only results at the expense of local communities, including using forest resources without proper control.

From the tourism standpoint, Carlisle *et al.*, [44] argues that tourism can assist in reducing poverty in Less Economically Developed Countries (LEDCs) if the indigenous small and medium-sized enterprise (SME) sector expands significantly. Moreover, a growing interest is in developing community tourism within the European Union. Parallel to this, the union promotes small and medium-sized businesses because they provide the community underpinnings for entrepreneurship and employment growth, particularly in the tourism industry [45].

Despite its importance, small and medium-sized enterprises (SMEs) have the potential to be the most dynamic firms in a rising economy. SMEs are the most likely to move into sectors of comparative advantage and high value-added [46]. However, issues presented in the publication by Pissarides [46] are the SMEs' obstacles to growth. This issue arises because SMEs frequently confront economic, institutional, and legal barriers. Obstacles include:

- Restricted access to operating capital and long-term finance.
- Legal and regulatory constraints.
- Need for infrastructure.
- High transaction costs.
- A need for management and technical skills.

Despite many frequently interrelated obstacles, the general view on which programs to promote SMEs are founded is that a shortage of financing is the primary impediment to SMEs' growth, thus resulting in the individuals who owned the business or the enterprise being challenged to survive and sustain.

The essential documents retrieved from the WoS show that entrepreneurship allows indigenous peoples to produce revenues from their sources, create jobs, and invest in their communities, consistent with their development goals. Thus, the policy maker, especially the government, has strategized initiatives and programs for these minority communities. These initiatives and programs can alleviate many indigenous people's economic and social disadvantages. Despite having a positive impact on the development of the indigenous people, other issues are also associated as a result of drawbacks with the product of the indigenous people, including resource-constrained, remoteness, community support and language and culture differences.

### 4.3 Co-citation Analysis

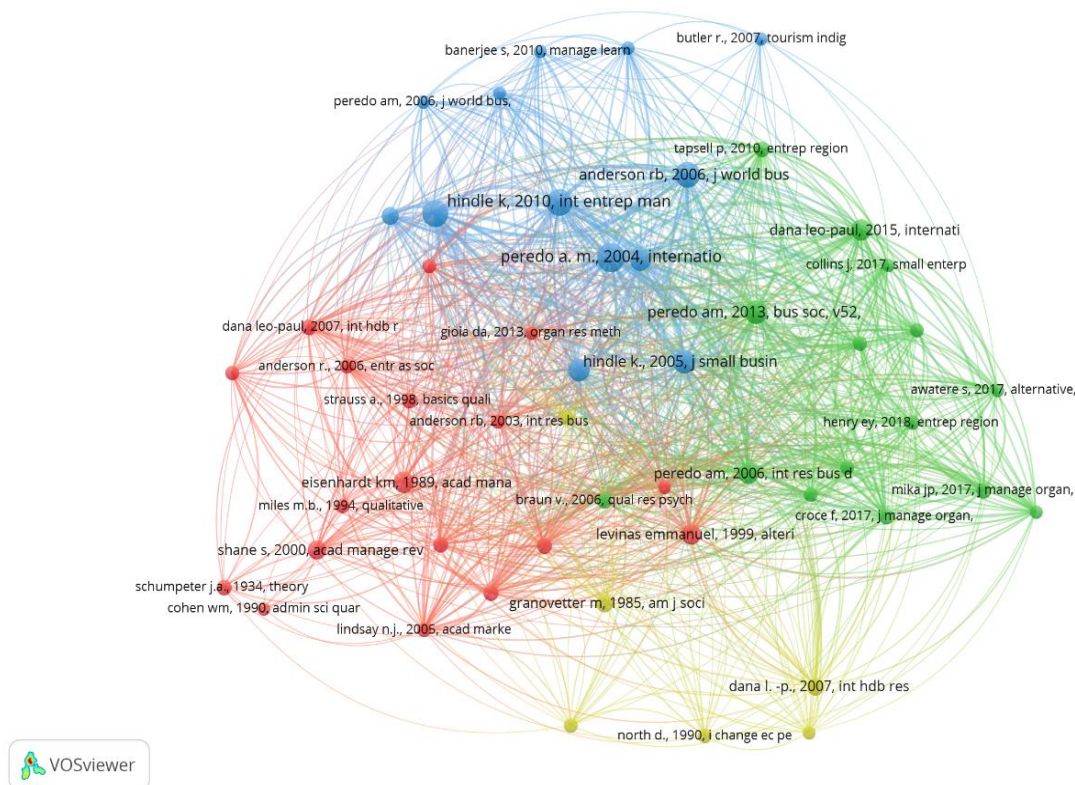
From the 38,942 cited references, 54 met the threshold of 12 minimum citations of cited references. As shown in Table 3, Peredo (2004), Hindle (2010) and Peredo (2013) have the most co-cited documents, with 56 times, 50 times and 38 citations, respectively. Table 3 displays the top ten co-cited documents and their total link strength. Figure 2 depicts the co-citation network of indigenous entrepreneurship in this study. Each cluster is labelled and described based on the writers' inductive interpretation.



**Table 3**  
 Top 10 documents with the highest co-citation and total link strength

Documents	Citation	Total link strength
Peredo AM, 2004, International Journal of Entrepreneurship and Small Business, v1, p1	56	391
Hindle K, 2010, Int Entrep Mana J, V6, p357	50	313
Peredo AM, 2013, Bus Soc, v52, p592	38	296
Peredo AM. 2006, Acad Manage Rev, v31, p309	49	293
Hindle K, 2005, J Small Business Ent, v18, p131	36	284
Anderson RB, 2006, J World Bus, v41, p45	45	271
Cahn M, 2008, Entrep Region Dev, v20, p1	32	245
Dana Leo-Paul, 2015, International Journal of Business and Globalisation, v14, p158	29	231
Peredo AM, 2006, Int Res Bus Discipl, v5, p253	29	227
Foley D, 2003, J Dev Entrep, v8, p133	34	195

Source: Author interpretation based on VOSviewer analysis



**Fig. 2.** Network of co-citation analysis

- Cluster 1 (red): Labelled as “**Phenomenon of entrepreneurship**”. The absence of entrepreneurship gets excellent attention from social sciences scholars, particularly in multifaceted fields; thus, to ensure its benefits and usefulness, the scholars must explain the conceptual framework lacking during the study period [47]. Because entrepreneurship is a new topic to be discovered, one of the essential criteria is to develop theories that are original, testable, and empirically valid [48]. To explain and predict empirical phenomena about entrepreneurship, the researcher explores more current theories and practices related to entrepreneurship. Entrepreneurship development has expanded to under-developed communities, including the indigenous people. Anderson and Giberson [49] discussed indigenous entrepreneurship are the current approach to improve the socioeconomic of individual and indigenous communities in Canada. As part of the indigenous economic development strategy, Anderson and Giberson [49] has concluded four crucial issues that have to take into consideration, including 1) more control over activities on their traditional lands, 2) self-determination and an end to dependency through economic self-sufficiency among the indigenous people; 3) the preservation and reinforcement of traditional values, as well as their application in economic development and entrepreneurship activity and 4) how individuals, families, and communities will benefit from improved socioeconomic circumstances. Following the issues discussed, Anderson and Giberson [49] suggested modernization perspectives dominated this group of community development and regulation theory as a basis for indigenous or aboriginal economic development.
- Cluster 2 (green) is labelled “**Entrepreneurship and economic development**”. Indigenous peoples and other underprivileged groups worldwide are now the focus of various programs and initiatives to promote economic development through entrepreneurship [50]. Peredo and McLean agreed that entrepreneurship activities are the foundations upon which indigenous people want to rebuild their nations' economies and improve their socioeconomic standing. Even though entrepreneurship has proven to be a potential tool for alleviating chronic poverty and disadvantage, especially among the indigenous, entrepreneurship has all too frequently been confined by limiting economic and cultural assumptions [50]. Similarly, drawing from the research by Schumpeter (1934), emphasized that entrepreneurship is part of the innovation, tradition and heritage can form the path to innovation for indigenous entrepreneurship, and it is a crucial factor to consider while studying both social and economic entrepreneurship [51]. However, Dana [52] argued that indigenous entrepreneurship is typically environmentally sustainable; as a result, indigenous people can frequently rely on readily available resources, and work in indigenous communities is often irregular.
- Cluster 3 (blue) is labelled the “**Theory of indigenous entrepreneurship**”. Indigenous peoples worldwide face persistent poverty, low education levels, and poor health. As a result, one of the indigenous leaders frequently stated dual goal is to reconstruct their "nations" while also improving their socioeconomic circumstances [50]. In understanding indigenous entrepreneurship development, researchers explore more modernization theory, dependency theory and also a regulation theory [49]. However, Peredo *et al.*, [53] conclude with fundamental differences between indigenous entrepreneurship. Peredo *et al.*, [53] conclude that indigenous entrepreneurship is frequently associated with concepts of community-based economic development, whereas ethnic entrepreneurship typically emphasizes enterprise growth at the individual or family level. Regardless of the fundamental differences, the researcher

must thoroughly analyze and comprehend the historical disparities between immigrant co-ethnic and indigenous populations.

- Cluster 4 (yellow) is labelled “**The embeddedness of indigenous entrepreneurship**”. According to Granovetter [54], the embeddedness of economic behavior is associated with modernization. Most societies have developed methods of looking out for their underprivileged people [50,55]. For the indigenous people to face modernization through entrepreneurship, this group of the minority must be able to respond to the opportunity [56]. Entrepreneurship has traditionally been viewed as a result of opportunity. However, the difficulty with such an indigenous approach is that it assumes a correct behavior to opportunity across cultures. This behavior is significant because it shows that entrepreneurship should not be defined based on chance, but rather, cultural perceptions of opportunity should be taken into account [56], where the significance of cultural values and their influence on behavior is diminished by an understanding of the entrepreneur that includes innovation, growth, and job creation.

A summary of the co-citation analysis on indigenous entrepreneurship is presented in Table 4, with the cluster label, the number of publications, and representative publications.

**Table 4**  
 Co-citation clusters on social entrepreneurship in ASEAN

Cluster	Cluster label	Number of publications	Representative publications
1 (red)	Phenomenon of entrepreneurship	18	Shane & Venkataraman (2000), Eisenhardt (1989), Anderson & Giberson (2003).
2 (green)	Entrepreneurship and economic development	15	Peredo & Murdith McLean (2013), Anderson <i>et al.</i> , (2006), Tapsell & Wood (2010), Dana (2015).
3 (blue)	Theory of indigenous entrepreneurship	13	Peredo & Murdith McLean (2013), Anderson & Giberson (2003), Peredo <i>et al.</i> , (2004).
4 (yellow)	The embeddedness of indigenous entrepreneurship	6	Granovetter (1985), Polanyi (2002), Dana (2007).

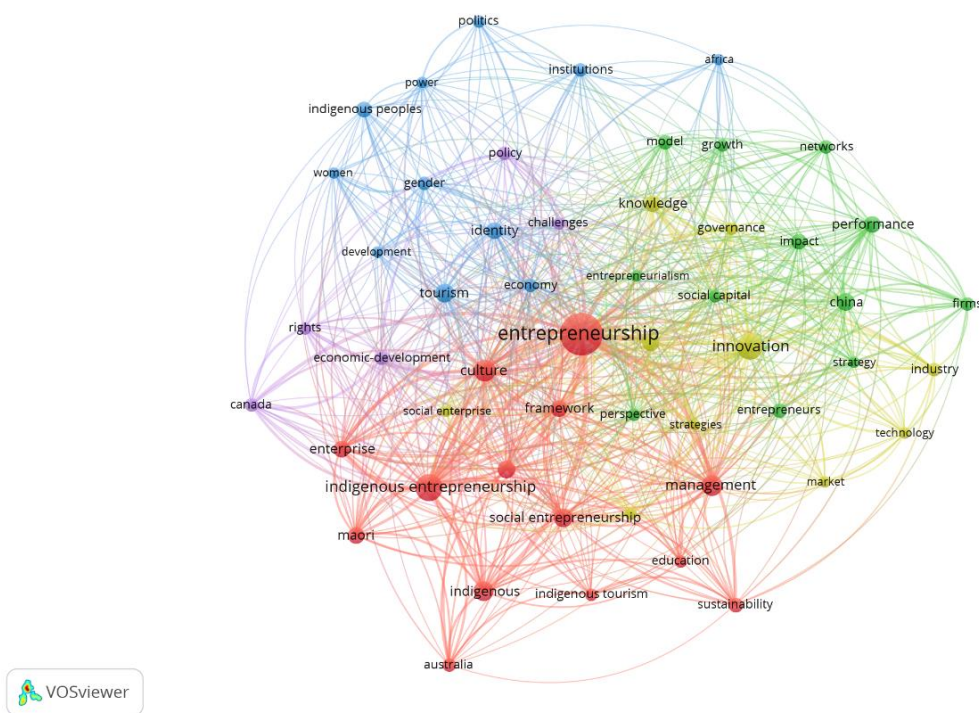
#### 4.4 Co-word Analysis

Based on a minimum of 14 keyword occurrences, 52 of the 3,175 keywords were selected for further analysis. According to the co-word analysis, “entrepreneurship” was the most frequently occurring keyword, with 175 occurrences, followed by “indigenous entrepreneurship” with 73 occurrences and “innovation” with 65 occurrences. The top 20 co-words are displayed in Table 5.

As a result, Figure 3 illustrates the network structure of the keywords' co-occurrence. The figure shows five identifiable clusters. All can be deduced to be connected. Following are further discussions and explanations depending on each cluster.

**Table 5**  
 Top 20 keywords in the co-occurrence of keywords analysis

Ranking	Keyword	Occurrences	Total link strength
1.	Entrepreneurship	175	387
2.	Indigenous entrepreneurship	73	198
3.	Innovation	65	188
4.	Culture	48	162
5.	Management	44	122
6.	Enterprise	28	106
7.	Indigenous	39	95
8.	Business	29	91
9.	Social entrepreneurship	36	91
10.	Community	30	84
11.	Performance	27	84
12.	Maori	26	81
13.	Framework	26	78
14.	Economic-development	18	73
15.	Knowledge	26	71
16.	Identity	26	70
17.	Canada	18	69
18.	China	32	66
19.	Impact	23	54
20.	Economy	18	53



**Fig. 3.** Network of co-word analysis

- Cluster 1 (red). This cluster is labelled as “**Indigenous entrepreneurship for sustainable cultural preservation**”. In this cluster, “entrepreneurship”, “culture”, “indigenous”, and “sustainability” are representative keywords. Recently, indigenous entrepreneurship has gotten significant attention among scholars. Scholars have proven that entrepreneurship activities can change their socioeconomic and standard of living [6]. Consequently, there is a definite connection between indigenous and entrepreneurship. Along with the topic development, three new phenomena existed, particularly from the tourism point of view, namely, culture, sustainability and entrepreneurship for both indigenous and non-indigenous populations [22]. The previous researcher agreed that indigenous are the communities that were firmly upholding to their culture and heritage [17] thus, encourages adapting entrepreneurial models that can sustain and develop a community’s value and tradition is necessary for its self-defined benefits rather than imposing economic entrepreneurial models that may disrupt conditions within a community [57]. It emphasizes the critical role that indigenous peoples play in conserving their cultures and traditions while also encouraging sustainable practices through entrepreneurship. It demonstrates how indigenous people are utilizing their traditional knowledge to develop creative and sustainable businesses or enterprises that benefit both their communities and the environment, whereby culturally sustainable entrepreneurship empowers underprivileged communities by allowing them to make their own decisions [22].
- Cluster 2 (green). Cluster 2 is labelled as “**Strategy in maximizing entrepreneurial impact**”. Representative keywords include “entrepreneurialism”, “impact”, “management”, and “strategy”. The related parties must monitor and control the process to ensure the success of entrepreneurial activities and programs. According to [58], entrepreneurial management is one of the strategies. Entrepreneurial management is a set of management practices that enable organizations to operate entrepreneurially [59]. According to research by [58], there are three dimensions of entrepreneurial management, namely 1) strategic orientation, 2) entrepreneurial culture, and 3) management structure. This strategy allows individuals to develop innovative, risk-accepting, proactive initiatives and actions [60]. These behaviors are crucial for individuals involved in entrepreneurship as they equip them with unpredictable and complex environments. Besides monitoring and controlling during the entrepreneurial process, it is suggested that policymakers or the government should foster a conducive business environment through entrepreneurship training and business incubation programs, especially when it involves rural communities or enterprises [61].
- Cluster 3 (blue). The concept of “**Empowering marginalized populations for economic development**”. This cluster represents by four keywords, including "development", "economy", "indigenous people", and "women". Economic growth and development impact a society's well-being. Unfortunately, development efforts should be more frequently inclusive, excluding underprivileged groups such as indigenous peoples and women. The benefits of economic growth should be for all levels of communities in any country, including vulnerable communities [2]. The involvement of marginalized populations in economic development will increase the volume and diversity of new ideas and enhance the selection of more efficient ideas [62]. The integration of marginalized communities in mainstream sectors represents both an opportunity and a challenge where the marginalized groups can fill in the gaps in local markets left by the

dominant sectors [63]. Hence, the impact of including marginalized groups on economic development in any nation is crucial for a country’s sustainability.

- Cluster 4 (yellow). This cluster is related to “**Innovative governance**”. This cluster also represents by four keywords, including “governance”, “innovation”, “knowledge”, and “sustainable development”. Governance is integral to sustainable development because it provides the foundation for policy and strategy creation and implementation. With the rapid pace of technological advancement, there are more chances to harness knowledge and technology for sustainable development [64]. Mapping innovative governance for sustainable development is a critical component in eradicating poverty and one of the solutions to any most-affected people [65]. Practical and active application of innovation necessitates excellent public administration and management, including the ability to pace the innovation appropriately, keep its supporters on board, effectively communicate with and persuade the public about the benefits of the innovation, identify and provide the necessary knowledge of technical skills, and measure performance and respond to deficiencies [66-68].
- Cluster 5 (purple). This cluster is labelled as “**Challenges in economic development**”. On a global scale, nations face different levels of economic development. Researchers have proven that the challenges for the development of others also pointed to the link between ecological sustainability, social equity and individual well-being [69]. Economic development faces significant challenges related to income inequality, poverty, unemployment, infrastructure development, access to healthcare and education, environmental sustainability, and the complexities of globalization and trade [70-74]. Governments, international organizations, and other stakeholders must work together to develop and implement policies that emphasize social safety nets, progressive taxation, active labor market policies, infrastructure investment, human capital development, green growth strategies, renewable energy sources, and trade diversification to promote inclusive and sustainable growth in order to address these interconnected issues.

Table 6 summarizes the co-word analysis of indigenous entrepreneurship, including the cluster label, number of words, and representative keywords.

**Table 5**  
 Co-word clusters on social entrepreneurship

Cluster	Cluster label	Number of words	Representative keywords
1 (red)	Indigenous entrepreneurship for sustainable cultural preservation	14	Entrepreneurship, culture, indigenous, sustainability
2 (green)	Strategy in maximizing entrepreneurial impact	12	Entrepreneurialism, impact, management, strategy
3 (blue)	Empowering marginalized populations for economic development	11	Social entrepreneurship, management, social impact, sustainable development
4 (yellow)	Innovative governance	10	Governance, innovation, knowledge, sustainable development
5 (purple)	Challenges in economic-development	5	Challenges, economic-development.

## 5. Implication

### 5.1 Theoretical Implications

This study investigates the intersection of indigenous entrepreneurship, sustainable cultural preservation, and economic development. The theoretical implications of this study could be related to the following areas:

- **Indigenous Entrepreneurship Theory:** This study may contribute to a deeper understanding of indigenous entrepreneurship, including factors that facilitate or hinder its development. The study highlights the role of indigenous knowledge, values, and practices in shaping entrepreneurial activities by focusing on cultural preservation [53].
- **Sustainable Development Theory:** The study may further our understanding of how entrepreneurship can contribute to sustainable development goals, particularly in the context of marginalised populations. It can shed light on innovative governance and strategies' role in maximising indigenous entrepreneurship's social, economic, and environmental impacts [75].
- **Social Capital and Network Theory:** By examining the embeddedness of indigenous entrepreneurship, this study may explore the role of social capital and networks in entrepreneurial success. It also highlights the importance of trust, reciprocity, and cooperation in developing and growing indigenous businesses [76].
- **Empowerment Theory:** The study may contribute to understanding how entrepreneurship can empower marginalized populations for economic development. This theory could include identifying the resources, capabilities, and opportunities for individuals and communities to improve their well-being and self-determination [77].
- **Innovation Theory:** By focusing on innovative governance, the study could offer insights into the role of policy, institutions, and regulatory frameworks in fostering an enabling environment for indigenous entrepreneurship. It may also explore the role of innovation in addressing challenges in economic development, such as access to finance, markets, and technology [78].
- **Institutional Theory:** This study may contribute to our understanding of the role of institutions in shaping indigenous entrepreneurship. By examining the interplay between formal and informal institutions, including cultural norms, values, and practices, the study could identify barriers and opportunities for indigenous entrepreneurs in different contexts. It may also provide insights into how institutional environments can be adapted or transformed to support the growth and sustainability of indigenous businesses [79].
- **Cultural Preservation Theory:** The study could advance our understanding of the relationship between entrepreneurship and cultural preservation, demonstrating how indigenous entrepreneurs can contribute to maintaining and transmitting cultural heritage. This theory may explore how cultural values, traditions, and knowledge systems are integrated into business practices, products, and services [80].
- **Economic Development Theory:** The study may provide insights into the role of indigenous entrepreneurship in promoting economic development, especially within marginalized communities. It could explore the potential for entrepreneurship to create jobs, generate income, and contribute to poverty alleviation while also identifying the challenges and constraints indigenous entrepreneurs face in achieving these objective [75].

- **Intersectionality Theory:** By focusing on the intersection of multiple themes, such as indigenous entrepreneurship, sustainable cultural preservation, and economic development, the study may provide a more nuanced understanding of the complex and interconnected issues faced by marginalized populations. This theory could highlight the need for holistic and integrated approaches to policy and practice that address the unique needs and aspirations of indigenous entrepreneurs and their communities [81].

Overall, this study has the potential to contribute significantly to several areas of theory and enrich our understanding of indigenous entrepreneurship, its role in sustainable cultural preservation, and its impact on economic development. It may also offer practical insights for policymakers, practitioners, and indigenous communities in designing and implementing effective strategies to support and promote indigenous entrepreneurship.

## *5.2 Practical Implications*

This study, which focuses on indigenous entrepreneurship for sustainable cultural preservation and other related themes, could have several practical implications for different stakeholders, including policymakers, indigenous communities, entrepreneurs, and support organizations. Some of these implications are:

- **Policy and Regulatory Frameworks:** Findings from this study could inform the development of supportive policy and regulatory frameworks that recognize and promote indigenous entrepreneurship to achieve economic development and cultural preservation. This policy may involve creating incentives, reducing bureaucratic hurdles, and providing targeted resources for indigenous entrepreneurs [82].
- **Capacity Building and Training:** The study may help identify the specific skill sets and knowledge required for indigenous entrepreneurs to succeed in their ventures while preserving their culture. This initiative could inform the design of culturally sensitive capacity-building programs and training workshops for indigenous entrepreneurs, focusing on business planning, financial management, marketing, and innovation [83].
- **Access to Finance:** The study may highlight the challenges indigenous entrepreneurs face in accessing finance, which could lead to the development of tailored financial products and services for this demographic. This initiative might include grants, low-interest loans, microfinance initiatives, and training in financial literacy and management [84].
- **Networking and Collaboration:** The research could underline the importance of networking and collaboration among indigenous entrepreneurs, support organizations, and other stakeholders. This strategy could establish indigenous business networks, mentorship programs, and platforms for knowledge exchange and collaboration, helping to build social capital and foster a supportive entrepreneurial ecosystem. [85,86].
- **Cultural Preservation Initiatives:** The study may provide insights into how indigenous entrepreneurship can contribute to sustainable cultural preservation, leading to the development of initiatives that support and promote the integration of traditional knowledge and cultural values into entrepreneurial ventures. This initiative might involve setting up cultural centres, museums, or incubators that showcase and support indigenous businesses [80].



- **Innovative Governance:** The research may recommend innovative governance practices that facilitate indigenous entrepreneurship, such as public-private partnerships, community-led development initiatives, or co-management arrangements. These practices could help create an enabling environment for indigenous businesses to thrive while addressing challenges in economic development [87].
- **Empowerment and Inclusion:** The study could shed light on strategies for empowering marginalized populations through indigenous entrepreneurship, leading to the design of inclusive and targeted programs that aim to reduce poverty, increase self-determination, and improve overall well-being [88].
- **Monitoring and Evaluation:** The research might provide valuable data and insights for monitoring and evaluating the impact of indigenous entrepreneurship on economic development and cultural preservation, which could be used to refine existing policies and programs or develop new ones [21].

In conclusion, the practical implications of this study could be far-reaching, offering valuable guidance for multiple stakeholders in supporting and promoting indigenous entrepreneurship as a tool for sustainable cultural preservation, economic development, and empowerment of marginalized populations.

## 6. Conclusion

In conclusion, this literature review has provided a comprehensive analysis of the existing research on indigenous entrepreneurship for sustainable cultural preservation, strategies for maximizing entrepreneurial impact, empowering marginalized populations for economic development, innovative governance, challenges in economic development, and the embeddedness of indigenous entrepreneurship. The review has highlighted the significance of indigenous entrepreneurship in promoting economic development and preserving cultural heritage while emphasizing the role of innovative governance and support systems in fostering a conducive environment for indigenous businesses to thrive.

This study has revealed the importance of understanding indigenous entrepreneurs' unique challenges and opportunities, including their embeddedness within social networks and cultural contexts. By examining the diverse aspects of indigenous entrepreneurship, this literature review has offered insights into how to empower marginalized populations and maximize the impact of entrepreneurial ventures on local communities and the broader economy. This study provides critical insight for practitioners, academicians and scholars in entrepreneurship, particularly in the indigenous entrepreneurship area. By investigating the literature using this bibliometric analysis, we identified entrepreneurship and indigenous entrepreneurship over the years.

Despite the valuable insights offered by this literature review, several limitations should be acknowledged; limited scope, lack of generalizability and potential bias. The review may have covered only some of the relevant literature on indigenous entrepreneurship and its various themes as new research continue to emerge. This study could limit the comprehensiveness of the analysis and may exclude particular perspectives or findings. Meanwhile, for lack of generalizability, the studies included in this review may have focused on specific indigenous communities or contexts, making it difficult to generalize the findings to other indigenous groups or settings. This limitation underscores the need for caution when applying these insights to different contexts or populations. Lastly, the literature review might be subject to selection bias or researcher bias, as certain studies or perspectives might have been inadvertently overlooked or underrepresented.

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