

# Chapter 1

## Tracing the Evolution: A Comprehensive Bibliometric Review of Green Entrepreneurship

**Dipika Dipika**

 <https://orcid.org/0000-0002-0651-7735>

*Ganga Institute of Technology and Management, India*

**Annu Dalal**

 <https://orcid.org/0009-0001-1119-6104>

*Ganga Institute of Technology and Management, India*

### **ABSTRACT**

*Green Entrepreneurship is emerging as a prominent area of interest among scholars across various disciplines. This chapter aims to investigate the advancement of academic research in green entrepreneurship and provide a comprehensive bibliometric analysis. The data is collected from the Scopus and WOS databases based on search terms to identify relevant studies published from 1991 to May 2024. The study sample is composed of 1066 from Scopus and 722 from WOS research articles that met the search requirements or are related to green entrepreneurship. Through insightful examination of the existing literature, this chapter aims to identify the development and progression of green entrepreneurship research, influential publications, prominent authors, leading journals, thematic analysis, countries' collaborations, and future direction. This analysis will provide a valuable resource for scholars, practitioners, and policymakers interested in sustainable business practices, thereby fostering a more sustainable and innovative entrepreneurial ecosystem.*

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## INTRODUCTION

Green entrepreneurship has grown from a niche concept to a mainstream business strategy, owing to rising environmental awareness, governmental pressures, and customer demand for sustainable products and services. Global environmental issues including resource depletion, biodiversity loss, and climate change are becoming increasingly serious, which has brought the necessity of sustainable business practices to the frontline of economic discourse. Over the past few decades, scholarly research and practical application of green entrepreneurship, which combines entrepreneurial innovation with environmental sustainability, have gained significant encouragement. This burgeoning field, also known as eco-entrepreneurship or sustainable entrepreneurship emphasizes developing and implementing business strategies that create economic value while also benefiting the environment. Although environmental studies have developed significantly, green entrepreneurship remains a relatively new and developing field. Although there has been significant progress in encouraging sustainable practices across various industries, environmental entrepreneurship research and practice are still in their infancy (Kirkwood & Walton, 2010; Muo & Azeez, 2019). Demirel et al. (2019) noted that this emerging field is still evolving, and as a result, a standard definition has yet to be established, reflecting the diversity of approaches and interpretations within green entrepreneurship.

The academic investigation into green entrepreneurship has expanded rapidly, reflecting its growing importance. Researchers have explored various themes, from green entrepreneurship's fundamental definitions and conceptual frameworks to more nuanced discussions about its impact on policy, market dynamics, and innovation strategies. Table 1 shows the definitions provided by various authors, the year of publication, and keywords.

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