

# Chapter 2

## Digitalization and Innovation in the Transformation of Green Entrepreneurship: A Bibliometric Analysis

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### ABSTRACT

*Green growth is a key path for sustainable economic development, integrating environmental concerns into business practices. This shift has led to the rise of green entrepreneurship, which is still in its early stages, where digitalization plays a crucial role. Digital transformation facilitates green practices such as zero carbon, waste management, electric vehicles, and smart city technologies, enhancing efficiency, competitiveness, and innovation in green enterprises. Green innovation, a critical element of green entrepreneurship, provides practical and eco-friendly solutions to social and environmental challenges. This study explores the interconnectedness of green entrepreneurship, digitalization, and innovation (key concepts “green entrepreneur\*” and (“digit\*” or (“innovation”)) through bibliometric analysis, using data from 214 documents in the Web of Science database. The study, mapped via VOSviewer, shows that the field is rapidly growing, with China leading in research*

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*output. Future research is expected to focus on more innovative topics in green entrepreneurship.*

## **INTRODUCTION**

The development and adoption of technology have been the pioneers of great change and development at a global scale. The emergence of new technologies also shapes the development of social civilizations. While the development of technology affects every area of life, it is also seen as a development trend. One of the areas most affected by digitalization is initiatives and the business world. In this context, initiatives of great importance in developing countries are changing businesses' business forms and outputs by keeping up with digital transformation. In addition, digitalization also accelerates the development of entrepreneurship. Digitalization directs enterprises to use digital tools and applications and to be innovative. In this direction, enterprises are increasing the number of innovations. In this context, Avelar et al. (2024) revealed in their study that sustainable entrepreneurship, business environment, and company strategy are affected by sustainability, innovation, and digitalization.

At the same time, while the crises experienced worldwide have revealed the need for digitalization, especially global environmental problems have highlighted the need for sustainability. The reflection of sustainability on the business world and initiatives has paved the way for the emergence of concepts such as green entrepreneurship, green jobs, etc. Green entrepreneurship is the establishment or transformation of new businesses to provide environmental benefits and make profits, benefits from digitalization in combating problems and increasing efficiency and productivity. At the same time, it strengthens green innovation with digital applications. In order to provide green goods and services and to implement environmentally friendly policies, green innovation, technologies, processes, or products that reduce environmental pollution, energy, and raw material consumption, reveal the importance of the concept. In this context, there are sample studies. The importance of green entrepreneurship comes to the fore, especially in sectors where there may be a negative impact. For example, the study conducted by Njoku et al. (2024) addresses the realization of green entrepreneurship in the pharmaceutical sector despite the elements that harm the environment and health. In this regard, bibliometric analysis can be conducted to evaluate these concepts that have global effects and are discussed worldwide and to evaluate the gaps in the field.

Bibliometric analysis is a quantitative method, but it is widely used in management and organization-based studies. At the same time, it presents studies in this context with scientific maps from a holistic perspective. Scientific maps have become a more

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