

Chapter 9

Unveiling Research Trends in Digitalisation and Sustainable Entrepreneurship Through Bibliometric Analysis

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ABSTRACT

The bibliometric analysis examines how the fields of digitalisation and sustainable entrepreneurship are developing in terms of research. The research is conducted to analyse the publishing trends, key authors, influential journals, and theme areas within these fields using data from the Scopus database. Research findings reveal that there has been a noticeable increase in scholarly interest, especially in the last ten years, with significant contributions from China, Italy, and the United States. Key themes identified by the study include digital innovation, the effects of digitalisation on society and the environment, and the use of digital technology into sustainable business models. Although the research offers insightful information, it is not without limitations, including potential biases in language and database limitations. Prospective avenues for investigation encompass broadening the scope of databases, and exploring into particular subdomains.

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INTRODUCTION

Business plans are turning more and more strategic, considering how they will affect objectives related to society and the environment and seeking to find manners to accomplish these objectives while developing enduring partnerships with stakeholders (Ashrafi et al., 2020). As possible solutions for major environmental and societal problems like climate change and extreme socioeconomic inequality, entrepreneurship has gained recognition (Gast et al., 2017). Sustainable investors are seen as significant actors because they implement innovative and economically viable ventures that positively benefit society and the surroundings and promote the cause of sustainable growth (Hahn et al., 2018; Popescu, 2020; Terán-Yépez et al., 2020). Sustainable growth has become a significant worldwide goal and advancement of sustainable business has become essential in bringing about significant societal, ecological, and financial changes. Certain corporate tactics are necessary due to the complex nature and interconnectedness of sustainable development goals (Jabłonski & Jabłonski, 2020). A company's ability to execute innovative ideas is just one aspect of its strength (Popescu, 2020; Terán-Yépez et al., 2020); other factors include influencing consumer attitudes, educating youth about the environment, and indirectly encouraging society as a whole to protect biodiversity (Lewandowska & Stopa, 2020). Organisations must modify their processes for creating, delivering, and capturing value in response to shifts in societal demands for digital goods and services. This will enable creative transformation and the digitization of company structures (Satalkina & Steiner, 2020).

The idea of entrepreneurship has evolved due to the rapid growth of digital technology and the greater emphasis on sustainability, which has created both novel possibilities and challenges. The integration of digital technologies into business models, procedures, and operations, or digitalisation, has made it possible for entrepreneurs to build and grow their businesses with greater efficiency (Bickley et al., 2024). Additionally, sustainable development goals (SDGs) have gained significance as an important component of sustainable entrepreneurship, which focusses on addressing the issues related to environmental, social, and economic through innovative business solutions. An emerging field of study that seeks to understand how digital tools and platforms can be used to advance sustainable business practices and address global challenges is found at the intersection of these two forces—digitalisation and sustainable entrepreneurship (Schaltegger & Wagner, 2011).

The sustainable development of the environment, resources, and community now largely depends on entrepreneurship (Njoku et al., 2024). Digital platform entrepreneurship can aid in bringing about the revolutionary shifts required for sustainable development (George et al., 2021; Holzmann & Gregori, 2023). Although there is a growing body of research on platform-dependent entrepreneurship (Bonina et al.,

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