



Clustering Of Research On Women Entrepreneurial Scaling: A Co-Occurrence Analysis

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Abstract

The emerging area like entrepreneurial scalability gets the most attention from the observation that around six thousand enterprises are shutting down yearly apart from a significant contribution towards the economy; which closure rate in women enterprises is 51% as compared to men-owned enterprises i.e. 45%, thereby it has attained the interests of many researchers. The rapid evolution of women-owned entrepreneurs' research papers in the last years resulted that there is a need to conduct a detailed analysis of the literature in this field. To address this problem, some researchers published a few review papers on scalability from different perspectives. But the papers have not been published on women-owned entrepreneurial scalability with bibliometric analysis. Hence, to realize the purpose of the study, Scopus-indexed articles from 1995 to 2023 were gathered based on searching 'Women Entrepreneurs' OR 'Female Entrepreneurs' OR 'Entrepreneurs' OR 'Entrepreneurship' AND 'Scalability' OR 'Scaling' as keywords. Connecting the issues, bibliometric analysis, and Vosviewer 1.6.18 is considered for graphical presentation and scientific mapping. The findings of the paper include valuable insights, including the most productive country, authors, titles, yearly trends, and network mapping of the author's keywords with prevailing themes. It is also found that the interest of the researcher was in peak position in 2021 with the most contribution from the developed country as compared to developing countries. Therefore the present study offers the future research trend which helps academicians and practitioners to develop the theoretical models and valuable insights.

Keywords- Bibliometric Analysis, Co-occurrence analysis, Entrepreneurship, Scaling, Women Entrepreneurs

1. Introduction

Women entrepreneurs in the entrepreneurial periphery denote entrepreneurs who have more than 51% controlling power of an enterprise and create more than 51% employment in the women's landscape (OECD,2004). Women entrepreneurship is one of the most prominent sectors that have a potential for visible contribution to the growth and development of a country (Gandy & Culham,2022). They started to be recognized as an engine of development, specifically in the socio-economic upliftment of developing countries. They are also considered the untapped source of women's employment and income generation in developing countries like ours (Goyal,2020; Hasan et al.,2022).

As per Bain & Company & Google(2019), India has 13.5-15.7 crore women-led enterprises, representing 20% of all enterprises which provides direct employment for an estimated 22 to 27 crores population. Apart from equal proportion and potential of both genders in the population, women entrepreneurs deviate from men in respect of economic contribution of the globe as well as in the country (GEM,2021; GEM,2022; Bain & Company & Google,2019). In the Indian entrepreneurial periphery, proprietary ownership was firmly dominated by men (79.63%) where only 20.37% of the enterprise were found as women-led (NSS 73rd round, 2015-2016). Furthermore, their participation rate in the labour force is also stagnated and is presumed to decline further due to social obstacles, and technological disruption (Goyal,2020; Hasan et al.,2022). Additionally, the closure rate of women-owned enterprises is significantly higher(51%) as compared to men-led units(45%)(GEM,2022), which stood at 6000 enterprises in developing countries in 2020-2022 (Ministry of corporate affairs,2022).

Women entrepreneurs struggle with infrastructure, gaining finance, sociocultural disparities, low esteem, and experiences (Mbaruku & Mutalemwa,2015; Dahiya et al,2020). This situation forces the women-led enterprises to answer regarding their scalability, where scalability denotes the growth of an enterprise in every functional area such as management, ownership, market shares, and size with availability of quality products and efficient performance in different dimensions like scaling up, out, deep, rescale (Moore et al.,2015; Mbaruku & Mutalemwa,2015; Blozen et al.,2019; Ballesteros-sola et al.,2020) and ultimately performed on the path of sustainability i.e long-lasting survival and performance growth in the competitive entrepreneurial ecosystem through risk and shocks mitigation (Mbaruku & Mutalemwa,2015; Agarwal & Lenka,2018; Ballesteros-sola et al.,2020).

Hence, scalability in the entrepreneurial ecosystem claims a significant awareness to draw research orientation due to its multidimensional nature. It got its existence in the field of science & technology after that in business management. Many researchers (Bondi,2000; Perrini et al.,2010; Moore et al., 2015; Blozen et al.,2019) solidly understand the concept of scalability. In the way of summarizing the concept of scalability in the entrepreneurial periphery of women, the scale-up concept means extending the long-term benefits to more women beneficiaries by providing additional resources and expertise in a local as well as in a large area (Khudadad et al.,2013; Mbaruku & Mutalemwa,2015; Moore et al.,2015; Adhikari et al.,2018; Blozen et al.,2019; Ballesteros-sola et al.,2020). The women entrepreneurs would replicate their innovation in a large area through public-private partnership, dissemination, branching, affiliation, franchising denotes the scale out concept (Perrini et al.,2010; Mbaruku &

Mutalemwa,2015; Moore et al.,2015; Ballesteros-sola et al.,2020). The initial two dimensions of scalability viz. scale up and scale out lead to further imposing a social impact of innovation in the large population of the society with cultural and personal transformation(Mbaruku & Mutalemwa,2015; Blozen et al.,2019; Ballesteros-sola et al.,2020) and denotes an emerging concept of scale deep. All these scalable attempts taken by women entrepreneurs lead the path of long run achievement of their objectives with advanced networking and efficient use of available resources, denoting the rescale concept of scalability (Mbaruku & Mutalemwa,2015; Ballesteros-sola et al.,2020; Hasan et al.,2022; Adhikari et al.,2023).

Searching out the research trends of scalability in the context of women entrepreneurs, the majority of studies (Blucher,1995; Mbaruku & Mutalemwa,2015; Moore et al.,2015; Blozen et al.,2019; Bansal et al.,2021; Adhikari et al.,2023) were found in the domain of business and management. Moreover, the research trends of the concerned area are not reviewed in any former studies. Therefore the present research gap motivated the study to take attempt to visualize the landscape of women-owned entrepreneurial scalability in the field of social science, business, management, and entrepreneurship with successive research questions-

RQ1: What are the research trends of publication on women owned entrepreneur scalability?

RQ2: Who are the most productive authors in the research on women owned entrepreneurial scalability?

RQ3: What are the most productive Article, Sources, and Countries in the research on women owned entrepreneurial scalability?

RQ4: What is the co-occurrence network of the author's keywords in the research on women owned entrepreneurial scalability?

Hence, to realize the purpose of the study, it calls attention to data collection and methodology in the second section, and section 3 deals with findings while the conclusion, limitation, and scope for future research and policy implication of the study are drawn up in sections 4,5, 6, and 7.

2. Data Collection and Methodology

Due to the analytical nature of our present study, the citation and co-occurrence field of bibliometric analysis was conducted as the best way to search the research trends of women owned entrepreneurial scalability. Thereafter the documents listed in the Scopus e-database from 1995 to 2023 were considered.

- The present study considered the keywords 'Women Entrepreneurs' OR 'Female Entrepreneurs' OR 'Entrepreneurs' OR 'Entrepreneurship' AND 'Scalability' OR 'Scaling' as a search tool in the title, abstract, and full-text of the indexed articles in the Scopus database. Here, 'OR' and 'AND' is used for synonymous keywords and for different combination of that keywords.
- Next, the present study has a multidimensional concept so the Social science, Business Management & Accounting, Finance, Economics, Econometric Arts, and Humanities fields were considered.
- The Articles are only at the final stage of publication considered for the present study.
- The only English language used for the selection of articles under study.

Based on the above-mentioned benchmark 274 documents were considered for the present study out of 492 indexed documents.

Table 1: Extraction Process Of Scopus indexed Data.

stage	filtering criteria	inclusion	exclusion
1	Initial results (based on the search tool)	492	0
2	Subject filter (Social science, Business Management & Accounting, Finance, Economics, Econometric Arts, and Humanities)	409	83
3	Document filter (Article & Book chapter)	346	63
4	Language filter (English)	338	8
5	Source Filter (Journal)	291	47
6	Filter by publication stage (Final)	274	17

Source: Author's compilation based on Scopus-indexed database.

3. Results and Findings

3.1 Yearly Trends of Publications:

Figure 1 reveals the annual trends of publication of articles in the women owned entrepreneurial scalability. The first article on the present study was found in the year 1995. Again the highest number of publication was found in 2021(42) followed by year 2022(40), 2020(38), 2019(35) and so on. The first publication was founded in the late 20th century and strived to establish the root of women entrepreneurs area but it did not acquire a significant place among the researcher and academicians world. In the same context, around the 21st century, it acquires a significant place with the majority of publications (99.63%).

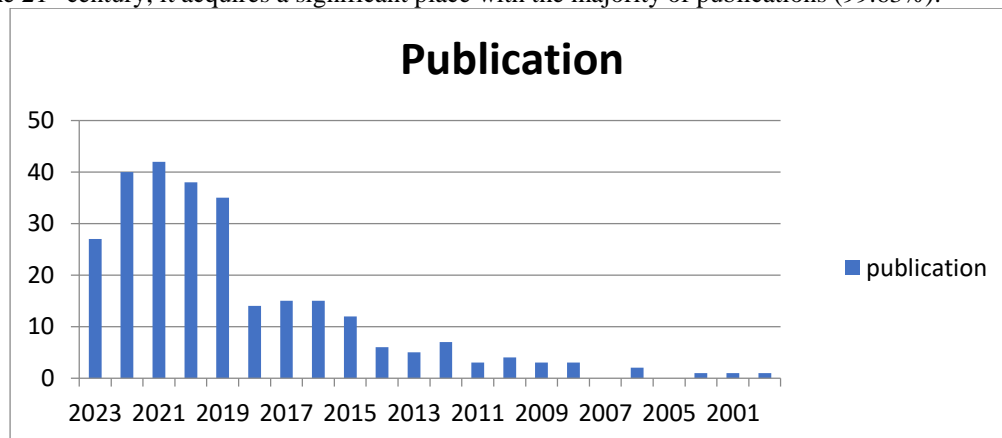


Figure 1: Annual trend of publication on research in women owned entrepreneurial scalability.

Source: Author's compilation.

3.2 Most Productive Authors in the Research on women owned entrepreneurial scalability

Figure 2 reveals the highest productive authors based on the number of articles under women owned entrepreneurial scalability. Islam S. M affiliated with Auckland University (2020a, 2020b, 2022) achieve the highest position with three articles followed by

Mancha R.; Gordon S.; Stoddard D (2021, 2019) from Babson College, and Rahman K.M.; Rahman S.F(2011) from Central Queensland University, tie up for the second position. Again Adhikari L.; Shrestha A.J.; Dorji T.; Lemke E.; Subedee B.R(2018) from Tribhuvan University and others have one publication in the present research area.

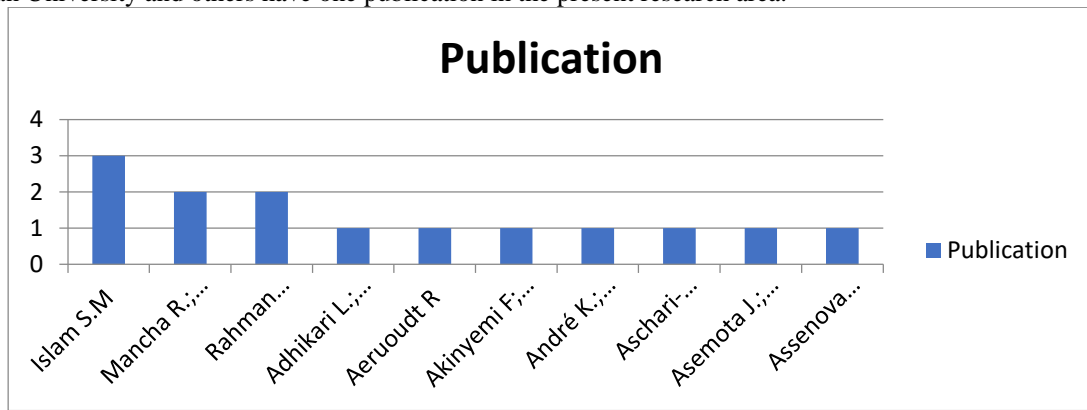


Figure 2: Most Productive Authors on Research in women owned entrepreneurial scalability. Source: Author’s compilation.

3.3 Most productive source in the research on women owned entrepreneurial scalability

Figure 3 exhibits the leading source of articles on women owned entrepreneurial scalability. The present research field indicates the ‘Emerald emerging markets case studies as the top source with 35 publications. The next source named ‘Sustainability (Switzerland)’ occupies the second position with 13 articles. The Journal of Business venturing insights and the Journal of social entrepreneurship were tied for the third position with 6 publications and so on.

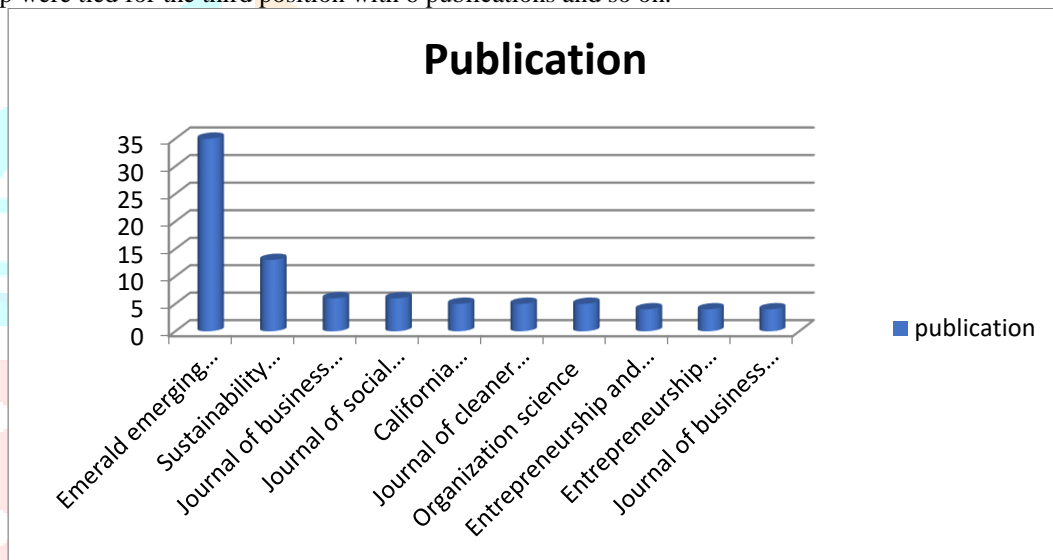


Figure 3: Most Productive source of research in women owned entrepreneurial scalability. Source: Author’s compilation.

3.4 Top productive countries in the research on women owned entrepreneurial scalability

Figure 4 shows the list of the top ten countries on women owned entrepreneurial scalability. In the present study, a total of 61 countries were contributing around the world and out of which the United States has the highest publication (77). India is the next country that leads the present study with 43 publications followed by the United Kingdom (32), Germany (16), Italy (16), Spain (15), Canada (14), and so on. The majority of countries belong to developed categories except India and South Africa.

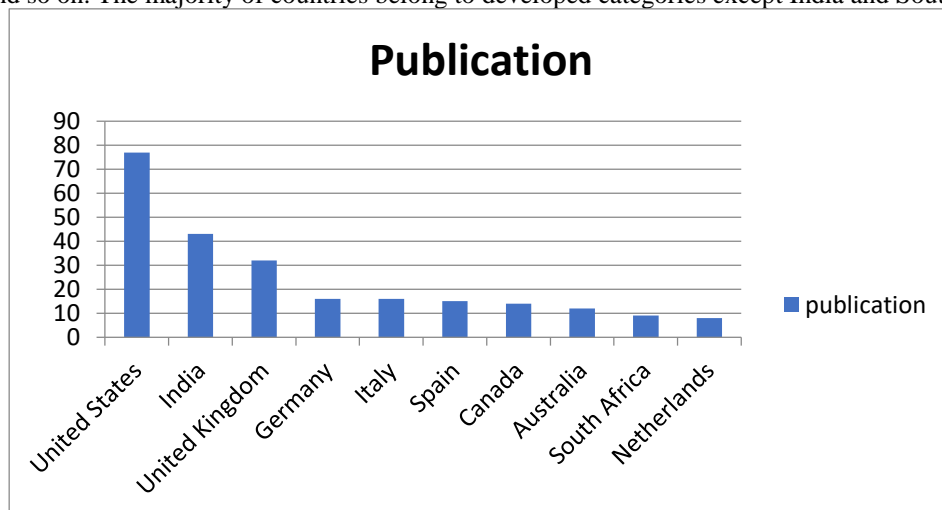


Figure 4: Most Productive Country on Research in women owned entrepreneurial scalability. Source: Author’s compilation.

3.5 Most influential articles in the research on women owned entrepreneurial scalability

Table 2 represents the top ten influencing articles on women owned entrepreneurial scalability based on the highest citation. Di Stefano's 'Technology push and demand pull perspectives in innovation studies: Current findings and future research directions' (2012) acquired the first place in the present research area. It reveals how technological advancement and volatility in the demand determinant of consumers correlate with the value creation and value-capturing process of an enterprise in a competitive business environment. It also identifies certain areas such as competencies, knowledge, and resources which create a direct linkage with the scalability and sustainability of an enterprise. The article by Smith & Stevens, entitled 'Different types of social entrepreneurship: The role of geography and embeddedness on the measurement and scaling of social value' (2010) holds the second position in the present study and highlights the theoretical background of social entrepreneurship and strategies of scaling viz scale up & scale out. It also explained the influence of geography and structural embeddedness on the social innovation of social enterprises. Next, the article of Perrini et al., 2010, entitled 'A process-based view of social entrepreneurship: From opportunity identification to scaling-up social change in the case of San Patrignano' acquired the third position with 180 citations and narrates the complexities of the social entrepreneurial process of the entrepreneurial ecosystem in the gleam of sustainability via social, economic and environmental perspectives. It also pointed out the five stages for the upliftment of nascent social entrepreneurs which were opportunity identification, evaluation, formalization, exploitation, and opportunity scaling up.

Table 2: Influential Articles in the Research on women owned entrepreneurial scalability

year	title	authors	journal	citation
2012	Technology push and demand pull perspectives in innovation studies: Current findings and future research directions	Di Stefano G.; Gambardella A.; Verona G.	Research Policy	299
2010	Different types of social entrepreneurship: The role of geography and embeddedness on the measurement and scaling of social value	Smith B.R.; Stevens C.E.	Entrepreneurship and Regional Development	192
2010	A process-based view of social entrepreneurship: From opportunity identification to scaling-up social change in the case of San Patrignano	Perrini F.; Vurro C.; Costanzo L.A.	Entrepreneurship and Regional Development	180
2015	Sustainable venture capital - Catalyst for sustainable start-up success?	Bocken N.M.P.	Journal of Cleaner Production	165
2016	From Caring Entrepreneur to Caring Enterprise: Addressing the Ethical Challenges of Scaling up Social Enterprises	André K.; Pache A.-C.	Journal of Business Ethics	143
2018	Entrepreneurship in digital platforms: A network-centric view	Srinivasan A.; Venkatraman N.	Strategic Entrepreneurship Journal	141
2010	identifying the drivers of social entrepreneurial impact: Theoretical development and an exploratory empirical test of SCALERS	Bloom P.N.; Smith B.R.	Journal of Social Entrepreneurship	114
2014	Scaling Social Impact: Building Sustainable Social Ventures at the Base-of-the-Pyramid	Desa G.; Koch J.L.	Journal of Social Entrepreneurship	109
2016	An institutional logics approach to social entrepreneurship: Market logic, religious diversity, and resource acquisition by microfinance organizations	Zhao E.Y.; Lounsbury M.	Journal of Business Venturing	102
2016	A co-citation bibliometric analysis of strategic management research	Ferreira J.J.M.; Fernandes C.I.; Ratten V.	Scientometrics	89

Source: Author's compilation.

3.6 Co-occurrence analysis in the women owned entrepreneurial scalability

Table 3 exhibits a total of 26 keywords out of 934 identified keywords with a minimum occurrence of five times. The listed keywords indicate the major themes of women owned entrepreneurial scalability literature. The second cluster shows the high frequency of occurrence of a single keyword. A total of five clusters were formed with keywords in a different colour in Figure-5, where nodes and bubbles indicate the occurrence of keywords.

Cluster 1: The theme of the first cluster named 'scalability of women entrepreneurs innovation and their business models prevailed from 2016-2022, where the keywords 'Strategy' get the central place along with a network of surrounding keywords scalability, startups, gender, business model innovation, digital entrepreneurship, and others. This cluster focused on the empowerment of women entrepreneurs to become scalable through the reduction of hurdles related to society, infrastructure, finances, training, skill, knowledge, and resource. It also explains the strategies and business models through which women entrepreneurs can scale their enterprises.

Cluster 2: The second cluster named sustainability of women owned social enterprises concentrated from 2017 to 2021. Here the keywords 'Entrepreneurship' occupy the central place and form a strong network with keywords social enterprise, sustainability, corporate social responsibility, inclusion, and entrepreneurial skill. The present cluster deals with how an enterprise especially the

social enterprises owned and managed by women were ensuring their sustainability via the fulfillment of social, economic, and environmental responsibility.

Cluster 3: The third cluster named 'scalability of entrepreneurial social impact' prevailed from 2016 to 2019. In this cluster 'social entrepreneurship' occupy the central place and formed a strong network with keywords scaling, social impact, social innovation, India, and others. The study under this cluster highlights how entrepreneurs especially the women entrepreneur were capable of positively impacting society with their innovation.

Cluster 4: the fourth cluster named 'Innovation of social entrepreneurship' was concentrated from 2018 to 2020. The keyword 'innovation' was placed in the center and formed a network of relationships with social enterprise, social franchising, Africa, and business model. The present cluster focused on the innovation of social enterprises in the form of their products. It also concentrated on what business model, strategy, and approaches were followed for the growth and scaling of socially responsible women enterprises.

Cluster 5: The last cluster named scaling up of women entrepreneurs prevailed from 2018-2019. The scaling up occupies the central place in this cluster. The studies under the last cluster focused on the different strategies of scaling and explain what pre-requisition can be adopted by an enterprise to become scaling up.

Table 3: Co-occurrence analysis of authors' keywords on research in women owned entrepreneurial scalability

year	cluster	keyword	number of occurrences	theme
2016-2020	Cluster-1 (Red)	Strategy	8	Scalability of women entrepreneurs' innovation and their business models.
		Startups	7	
		Scalability	6	
		Venture capital	5	
		Digital entrepreneurship	5	
		Gender	5	
		Business model innovation	5	
		Business models	5	
2017-2021	Cluster-2 (Green)	Entrepreneurship	75	Women owned social enterprises.
		Social enterprise	30	
		Sustainability	15	
		Entrepreneurial skill	6	
		Corporate social responsibility	5	
		Inclusion	5	
2016-2019	Cluster-3 (Blue)	Social entrepreneurship	65	Scalability of entrepreneurial social impact.
		Scaling	30	
		Social impact	11	
		Social innovation	9	
		India	7	
		Scaling social impact	5	
2018-2020	Cluster-4 (Yellow)	Innovation	23	Innovation of social entrepreneurship.
		Social enterprises	9	
		Africa	6	
		Business model	5	
		Social franchising	5	
2018-2019	Cluster-5 (Purple)	Scaling up	10	Scaling up of women entrepreneurs.

Source: Author's calculation.

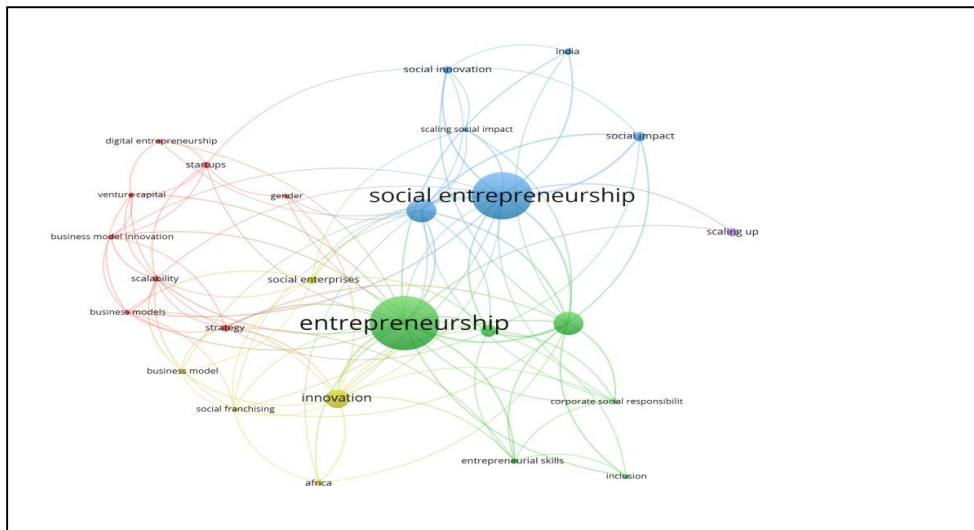


Figure 5: Co-occurrence of the author's Keywords Analysis on research in women owned entrepreneurial scalability.

Source: Author's compilation.

Note: Red and Green colour indicated the 1st and 2nd clusters, whereas Blue colour indicates the 3rd cluster, Yellow colour indicates the 4th cluster and Purple denotes the 5th cluster respectively.

4. Conclusion

In the present study, the co-occurrence and citation analysis provides a comprehensive view of 274 selected articles from the indexed database of Scopus. It is found that the academic world took an active interest in the present research area around the 20th century though its beginning was evidenced from the late 19th century. The yearly trend analysis of the research area ensures the continuous yearly productivity of articles from 2008 with an inclining trend. It also concluded that research curiosity on the women entrepreneurs' innovation, their sustainability, scalability, and social impact are major drivers of the study. Finally concluded that both developed countries (United States, United Kingdom, Spain, etc) and developing countries (India, South Africa) are included in the top position regarding productivity (Articles) but the majority of the study belongs to developed countries. Syrus M Islam is the most productive author in the present literature. A co-occurrence analysis of authors' keywords reveals the five major themes of the literature in the broad domain of gender, scalability (scale up), and sustainability.

5. Future Research trend

Co-occurrence analysis of authors' keywords reveals that the majority of work contributes towards challenges of women entrepreneurs, their hindrances in the path of growth and development, and ultimately their scaling. Simultaneously the literature also presents the evidence of studies related to dimensions of sustainability i.e. environment, social and economic but the studies are at the adolescence stage. Therefore the present literature moves toward the holistic contribution of an enterprise toward an economy with a gender-neutral perspective. It also moves towards the corporate social responsibility of an enterprise with a combination of strategies of scaling and sustainability.

6. Limitations and Future Research Direction

The study is limited to articles and book chapters with some subjective areas like Business and Management, Arts and Humanities, Econometrics, Finance, and Economics. This reflects its limitation and scope for further research based on different recognized e-database sources- Web of Science, dimension, etc.

7. Policy Implication of the Study

The present study provides comprehensive knowledge about women owned entrepreneurial scalability and helps to know about the most productive authors, countries, articles, sources, and themes of the study. Therefore it should guide the researcher to know the research gap in the existing literature through the co-occurrence analysis part of the study.

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