

Cultural Perception of Entrepreneurship: A Bibliometric Analysis

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Abstract: *This bibliometric analysis of 337 publications shows the intellectual landscape of culture and entrepreneurship research by applying biblioshiny to map publication trends, citation networks and thematic structures. The findings reveal an intellectually mature field founded in foundational works, while exhibiting significant geographic concentration in western contexts. Africa, the middle east, and Latin America are notably underrepresented, despite comprising the majority of the word's entrepreneurs, key limitations include methodological uniformity, limited integration across specialized research streams, and minimal engagement with digital transformation and intersectionality. Essential research gaps are identified, and it is proposed that advancing the field requires geographic diversification beyond western contexts, adoption of context-sensitive theoretical frameworks, increased methodological pluralism, and systematic examination of the interactions between cultural values, institutional structures, and technological change. This analysis offers the first meticulous bibliometric mapping of the culture-entrepreneurship nexus, prioritizing both the field's intellectual consolidation and the critical directions necessary for its future development.*

Keywords: entrepreneurship, culture, bibliometric analysis, cultural dimensions, cultural perception.

Introduction

There is a growing body of study on the link between national culture and entrepreneurship. Currently, there is greater interest among researchers in understanding the role of cultural influences in influencing entrepreneurship, goals and achievement outcomes (Mueller & Thomas, 2001). Cultural norms are important to understand entrepreneurial phenomena, as they influence entrepreneurs' perception of possibilities and their willingness to engage in new ventures (Zahra et al., 2004; Shinnar et al., 2012). Beyond impacting individual motivation, culture impacts wider institutional and societal settings which either encourage or hinder new ventures (Stephan & Uhlaner, 2010). As economic challenges and interdependence increase globally, the role of culture in shaping entrepreneurship across settings becomes more important for theory and practice (George & Ramachandran, 2011).

However, the object of study of culture and entrepreneurship has tremendous hurdles. The area is spread across many publications with various theoretical backgrounds (McGrath et al., 1992) and so it is difficult to understand the intellectual structure, the fundamental difficulties and the future directions of the field. Some research offers vital insights, but no overview of the conceptual architecture and evolution. This demands a rigorous mapping of the research landscape.

Therefore, bibliometric analysis is an excellent way to fill these gaps. Bibliometric approaches analyze huge volumes of published research systematically and quantitatively to uncover trends in publishing, citation, authorship and keyword usage that are not readily

apparent through traditional narrative studies (Zuřic & Ćater, 2015; Donthi et al., 2021). These approaches may be particularly effective in circumstances when a large body of literature has been generated in a topic domain that is difficult to synthesize using regular review techniques (Kraus et al., 2020).

The amount and diversity of contributions in the topic of culture and entrepreneurship study is large, and hence bibliometric analysis is particularly useful in providing an overall picture of the structure and growth of the field. In order to explore the intellectual structure of this research field, this study analyzed a dataset of 337 articles retrieved from the Scopus and Web of Science databases (Zhuang & Sun, 2025).

The purpose of this article is to present a complete bibliometric analysis of the literature on culture and entrepreneurship, using the Biblioshiny program to map the intellectual architecture of this topic. In particular, the study seeks to to: (1) detect highly influential authors and seminal studies; (2) show the main theme clusters and conceptual connections, (3) evaluate the growth of study over time; and (4) demonstrate gaps in the current understanding.. The research includes a comprehensive overview of the current state of the area and potential future avenues of research by comprehensive analysis of publishing patterns, citation networks, and keyword co-occurrence.

The main research question is: What are the theme structures of culture and entrepreneurship study and how has the discourse changed over time? One of the significant contributions of this bibliometric study is the possibility to identify not only the research topics addressed by scholars but also those missing from the research agenda, such as blind spots and neglected regions for future research. The analysis underscores especially the necessity for research that extends beyond Western contexts in the study of culture and entrepreneurship, using sophisticated theoretical models to understudied countries where most of the world's entrepreneurs reside (Henrich et al., 2010). This study visualizations fundamental ideas, notable authors and works, key thematic clusters and gaps in the literature to lay the foundation for future academic work.

Literature Review

The influence of national culture on entrepreneurial activity is well established, but the ways in which culture influences are still a matter of continuing research. This section reviews the underlying ideas, thematic developments and enduring gaps in the culture-entrepreneurship research nexus. The cultural dimensions hypothesis of Geert Hofstede, Power Distance, Uncertainty Avoidance, Individualism/Collectivism, and Masculinity/Femininity, has provided a basic vocabulary to measure national cultures in a quantitative way (Hofstede, 1980; 2001). High individualism and low uncertainty avoidance are associated with higher entrepreneurial intention and activity (Mueller & Thomas, 2001). The simplicity of the framework assured its ascendancy as the major theoretical lens in the discipline. Recent research on the mediating impact of dimensions in entrepreneurial innovativeness has further verified and extended Hofstede's model (Zheng et al., 2025; Filippopoulos et al., 2025).

Bibliometric analysis is a systematic and quantitative approach to map research fields (Zupic & Ćater, 2015; Donthu et al., 2021). In this way, prominent works and emerging trends can be detected by examining citation networks, co-authorship patterns and term co-occurrence (Block & Fisch, 2020). This kind of research is especially appropriate for mature but fragmented areas such as culture and entrepreneurship (Kraus et al., 2020). This method is also supported by the current bibliometric study in the field of women's entrepreneurship, social

entrepreneurship and entrepreneurial mentality (Goncalves et al., 2025; Uzzol, 2025; Osmanovic, 2025).

Despite an established literature on culture and entrepreneurship, there remain serious inadequacies in research. The preponderance of research is conducted in Western contexts, notably in WEIRD (Western, Educated, Industrialized, Rich, and Democratic) cultures (Henrich et al., 2010), thus raising the question of how generalisable ideas are to non-WEIRD contexts, where the majority of entrepreneurs are found. More research is needed in under-represented areas, such as Africa, the Middle East and Latin America (George & Ramachandran, 2011; Shymko, 2023). In addition, Hofstede's paradigm has been challenged for its promotion of static notions of culture. The different situations of entrepreneurship and its intricacy require the use of different frameworks. For example, in the Middle East and Africa, research may be centered on Islamic finance or community-based models (Melchor-Duran et al., 2024). In order to build a context sensitive and globally relevant knowledge of entrepreneurship, these geographical and theoretical gaps should be filled.

Methodology

Data collection

To select significant academic publications with respect to culture and entrepreneurship, we employed frequently used databases in entrepreneurship research for bibliometric analysis, Scopus and Web of Science (Zhuang & Sun, 2025; Bate et al., 2025). Previous studies pointed to the large coverage of such databases and the quality of the publications covered (Silva et al., 2023). Scopus has about 84 million entries, including over 26 million peer-reviewed journal articles. Web of Science also has a large database of scholarly literature. Both databases are appropriate to assist new research disciplines to obtain the broadest possible insight into their domain development (Cardella et al., 2020). In choosing the search approach, we took into account the importance of capturing the junction of culture and entrepreneurial studies in a comprehensive way. We therefore used the following search query: WOS: TS=("Hofstede" OR "cultural dimension") AND TS=("entrepreneurship" OR "entrepreneurial intention*" OR "entrepreneurial perception*"), SCOPUS: (TITLE-ABS-KEY("Hofstede" OR "cultural dimension*") AND TITLE-ABS-KEY("entrepreneurship" OR "entrepreneurial intention*" OR "entrepreneurial perception*"))

The objective of this search strategy was to look for papers that discuss cultural factors in relation to entrepreneurial behaviour, intentions and views. In the first portion of the search string, many versions of cultural frameworks were included, especially the dimensional approach of Hofstede, who is the leading theoretical perspective within this research field. The second half included the core principles of entrepreneurship so we could search for publications at the junction of culture and entrepreneurial occurrences. The search string was used to search titles, abstracts and keywords for relevant papers as in previous bibliometric analyses (Arz, 2017). The search was not limited by time in order to capture the history of the research area comprehensively. The first search of the Web of Science yielded 236 articles. Scopus search returned 237 items. The merged dataset has 473 records initially. After thorough deduplication, entries appearing in both databases were found and eliminated, leaving a final dataset of 337 unique articles. The large data set does not lend itself to standard narrative review and frameworks (Zhuang & Sun, 2025).

On the one hand, only journal publications were included for further analysis. On the other hand we limited the analysis to the Scopus categories Business, Management and

Accounting, Economics, Econometrics and Finance and Social Sciences. This allowed us to cover both culture and entrepreneurship papers in business and management publications as well as entrepreneurship or management periodicals. Moreover, we have included only articles in English language. Consequently, the final sample consisted of 337 articles.

Bibliometric analysis

This research used bibliometric analysis to reveal the organization of culture and entrepreneurship research. Bibliometric methods are appropriate for dealing with large research fields (Block & Fisch, 2020; Donthu et al., 2021; Zupic & Čater, 2015). Particularly when it comes to heterogeneous subcategories such as cultural factors, entrepreneurial goals, and attitudes. The exponential growth of digital publications warrants systematic ways to deal with massive research volumes (Kraus et al., 2021). Bibliometric analysis offers a quantitative tool to identify trends in publication, authorship, citation networks, and topic development that are not easily detected by standard narrative reviews (Bate et al., 2025).

Bibliometrix (R package) and Biblioshiny were used for analysis that provides full functions for descriptive statistics, performance analysis and science mapping. The analysis consisted of several components. Performance analysis was performed to assess publishing trends, to identify productive authors and institutions, and to define influential articles by citation counts. The conceptual structure and topic clusters of the field were identified using science mapping analysis using co-occurrence and co-citation approaches. Co-occurrence analysis was used to analyze the frequency of keywords in publications to discover conceptual linkages and research themes. Co-citation analysis was used to investigate pairs of documents citation frequency to uncover intellectual linkages and the intellectual foundations of the area.

The citation track (Figure 1) shows two important inflexion points: a major peak around 2001 (approx. 35 citations/year) corresponding to crucial foundational publications, and a second peak in 2004 corresponding to a consolidation. Then, a maturation phase with spread knowledge generation and lower citation concentration that is congruent with recognized research domain evolution (Zupic & Čater, 2015) was entered. The apparent recent fall is due to the lag in citations for newer works, not a decline of interest in the scholarly community.'

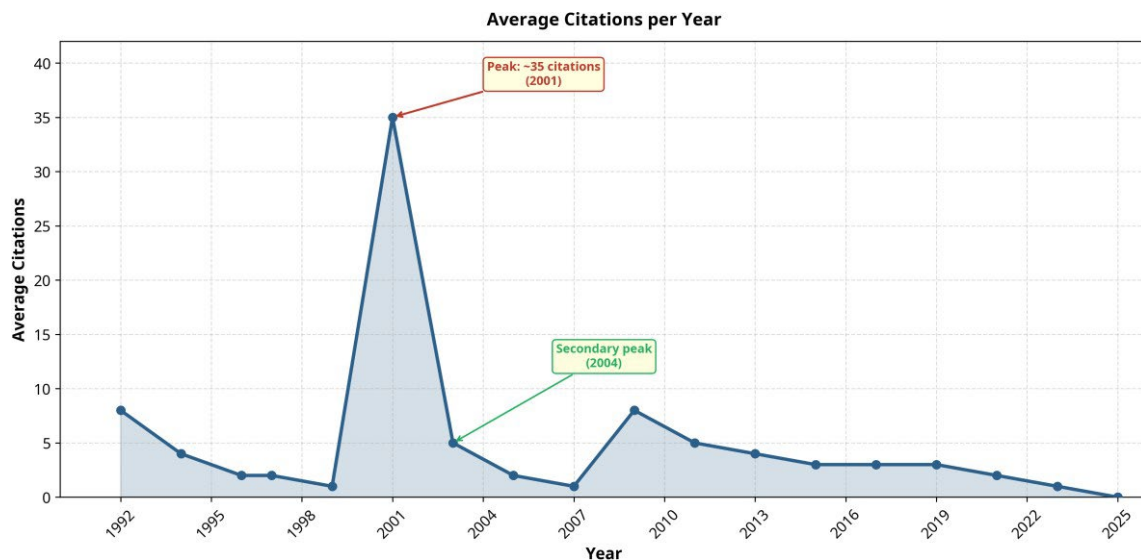


Figure 1. Average citations per year

Source: Authors' own research

(Figure 2) The publishing landscape reveals a substantial shift of effect from niche journals in entrepreneurship to mainstream and transdisciplinary platforms. The early works were published in journals like the International Journal of Entrepreneurial Behavior & Research or Journal of Enterprising Communities, while the later entry of top-tier journals like Small Business Economics (around 2012) and the recent boom of Sustainability and Gender in Management (post-2018) indicate an increasing scope and legitimacy of the field. This trajectory displays the field's evolution and the acknowledgment of culture as a crucial feature of entrepreneurial phenomena (Audretsch, 2021). It indicates an intentional attempt to link modern challenges such as sustainable growth and gender to the culture-entrepreneurship nexus.

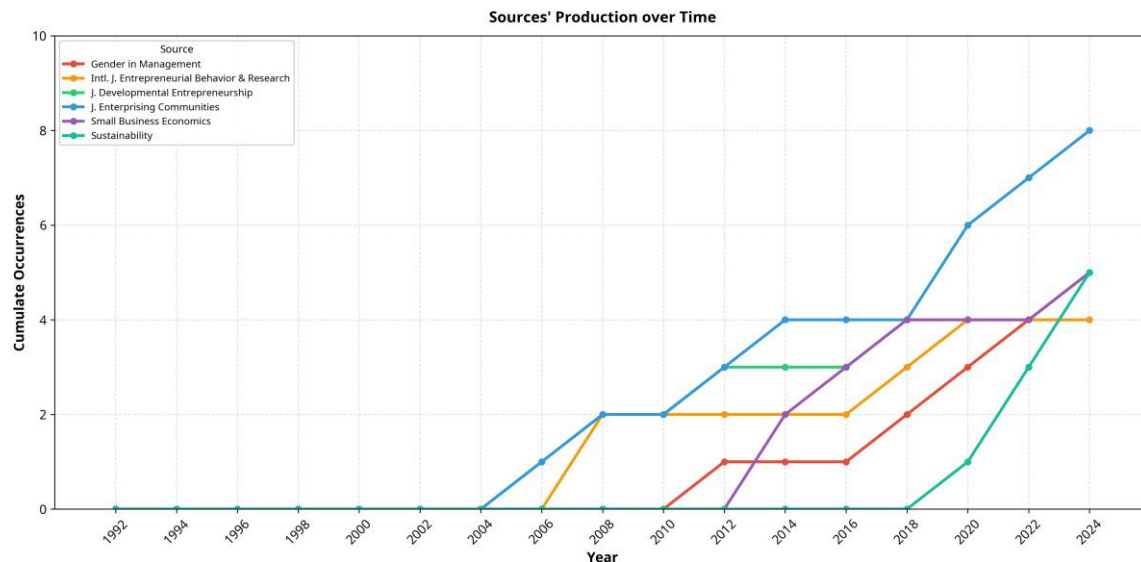


Figure 2. Sources' production over time

Source: Authors' own research.

The geography of citation impact (Figure 3) is overwhelmingly focused in the West, with the United States alone accounting for more than 3,528 citations, much exceeding all other countries. This Western-centric trend is further reinforced by a second tier of Western European countries (Canada, Belgium, Germany, Spain, Italy and the United Kingdom). The small representation of China and Russia suggests that they are still negligible contributors to the discipline's canon. Importantly, the ranking does not include countries within Africa, Latin America and the Middle East, a critical gap highlighting the geographic constraints of the field and the need for research grounded in these underrepresented contexts to inform a more globally representative understanding of culture and entrepreneurship (George & Ramachandran, 2011).

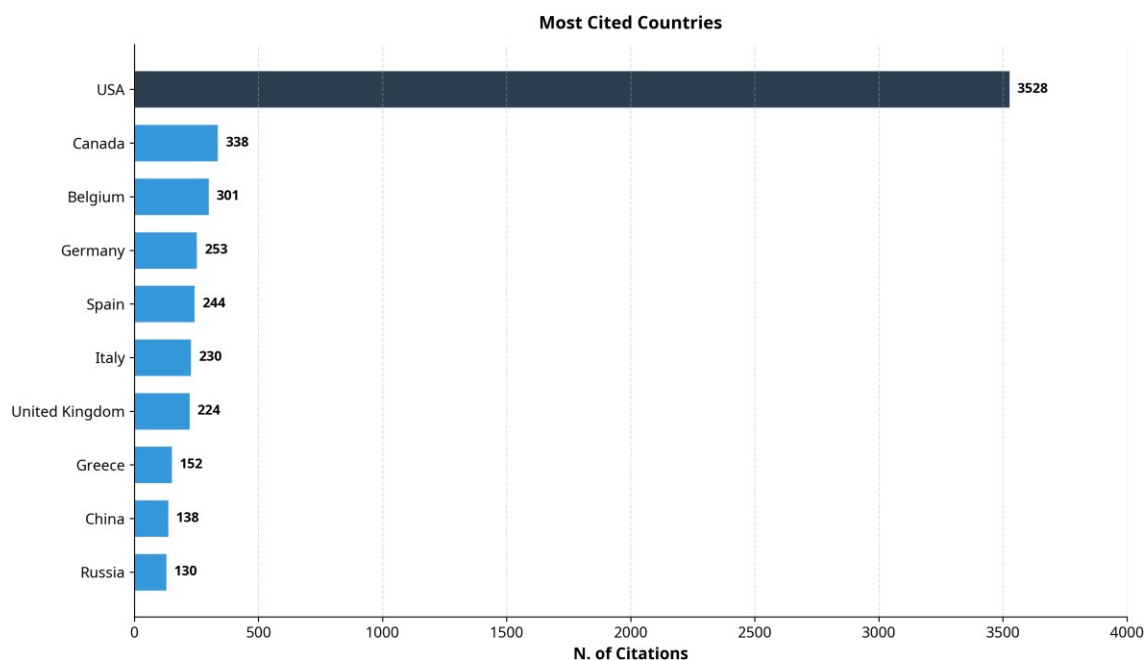


Figure 3. Most cited countries

Source: Authors' own research.

The distribution of publications across scholarly venues (Figure 4) indicates the field's intellectual credibility and thematic scope. The heart of the topic is specialized entrepreneurship journals, and the existence of flagship publications such as *Small Business Economics* and the *Journal of Business Venturing* implies mainstream acceptance. In particular, the strong presence of thematically oriented journals such as *Gender in Management*, *Sustainability* and the *Journal of Business Ethics* points to an expanding research agenda beyond economic performance to gender dynamics, sustainable development and ethical considerations. This diversification indicates the field's ability to enlighten current societal concerns and its expanding integration across a range of scholarly fields (Harzing, 2019).

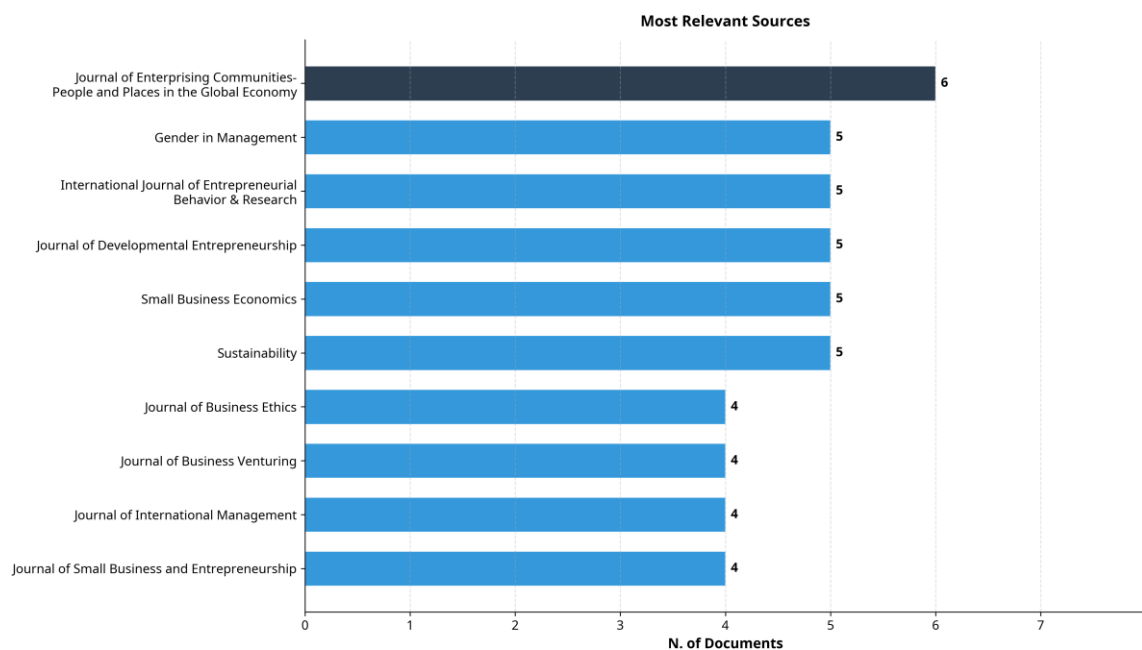


Figure 4. Most relevant sources

Source: Authors' own research.

Figure 5, the theme map, presents the conceptual architecture of the area in four quadrants. The motor themes of “impact”, “education”, and “self-efficacy” are identified as main drivers of study, suggesting an outcomes-oriented focus on cultural systems that shape entrepreneurial behavior. Basic themes are grounded on “culture,” “Hofstede,” and “values” which provide a foundational theoretical footing. The niche themes of 'individualism', 'determinants' and 'collectivism' are sophisticated in their evolution, but remain peripheral. There are decreasing or emerging themes such as “cultural dimensions,” “uncertainty avoidance,” and “power distance” which indicates field evolution towards comprehensive frameworks or fledgling research areas (Cobo et al., 2011).

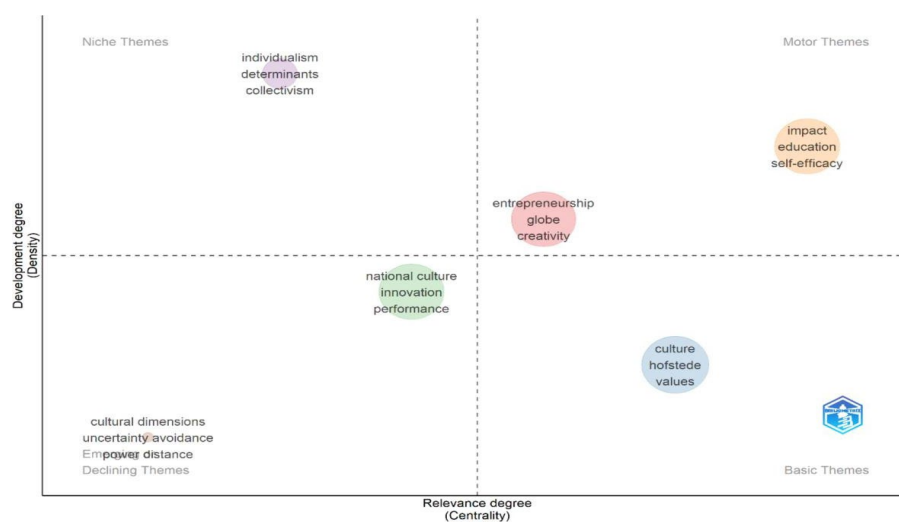


Figure 5. Thematic map

Source: author's own research.

Figure 6 shows a lexical analysis of the field's discourse, revealing the conceptual priority on which it is based. The basic research orientation is characterized by the central triad “entrepreneurship” (140 occurrences), “culture” (81), “national culture” (74). The high frequency of “Hofstede” (41) and “individualism” (42) is indicative of the theoretical dominance of dimensional models, but “innovation” (52) points to the focus on the cultural influence on entrepreneurial creativity. Keywords such as “impact” (39), “performance” (38), and “values” (37) are outcome-oriented, aiming at quantifying the actual repercussions of cultural heterogeneity on entrepreneurial phenomena (Donthu et al., 2021).

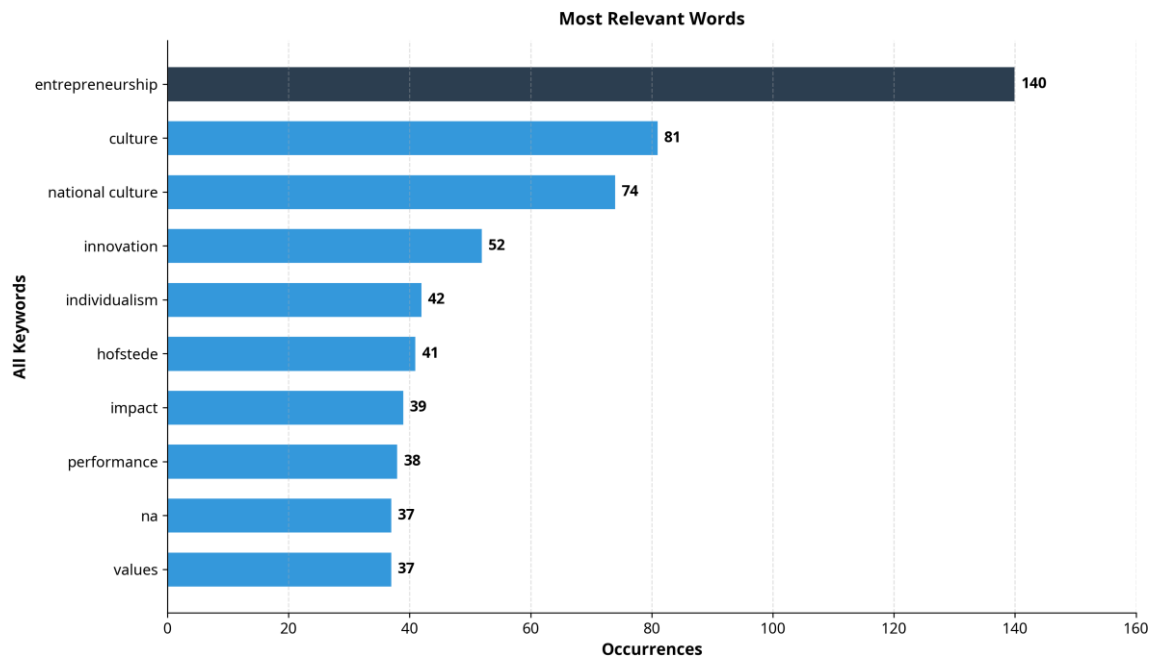


Figure 6. Most relevant words

Source: Authors' own research.

The word cloud (Figure 7) represents the lexical landscape of the area, with “entrepreneurship” in the center and “culture” and “national culture” as the main anchors. Outcome-oriented terminology like “innovation,” “performance,” “impact,” “values,” together with theoretical frameworks such as “Hofstede,” “cultural dimensions,” and “individualism,” establish a dual emphasis on theoretical underpinning and practical repercussions. The peripheral terms, such as “self-efficacy,” “gender,” “power distance,” “entrepreneurial intention”, reflect specialist study lines. The landscape confirms the scholarly discourse is focused on entrepreneurship-national culture interactions, mediated by dimensional frameworks, dedicated to understanding innovation and performance factors (van Eck & Waltman, 2010).

Source: Authors' own research.

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Figure 9. Treemap

Source: Authors' own research.

The most internationally cited documents (Figure 10) are canonical works that build the conceptual foundations of the topic. Mueller (2001) was the first to develop a comparative framework to analyze the possibilities for entrepreneurship across cultures. It is the work that set the norm, with almost 1,000 citations. Important contributions have been made to top-tier journals, such as Zahra (2004), Shinnar (2012) and Stephan (2010), to introduce and validate essential theoretical lenses, such as cultural dimensions and entrepreneurial intents. The field acknowledges its intellectual heritage through seminal works such as McGrath (1992) and is increasing with modern contributions via highly-cited articles like Bogatyreva (2019) and Bullough (2022). Canonical publications are an important reading list and common intellectual referent points for the research community.

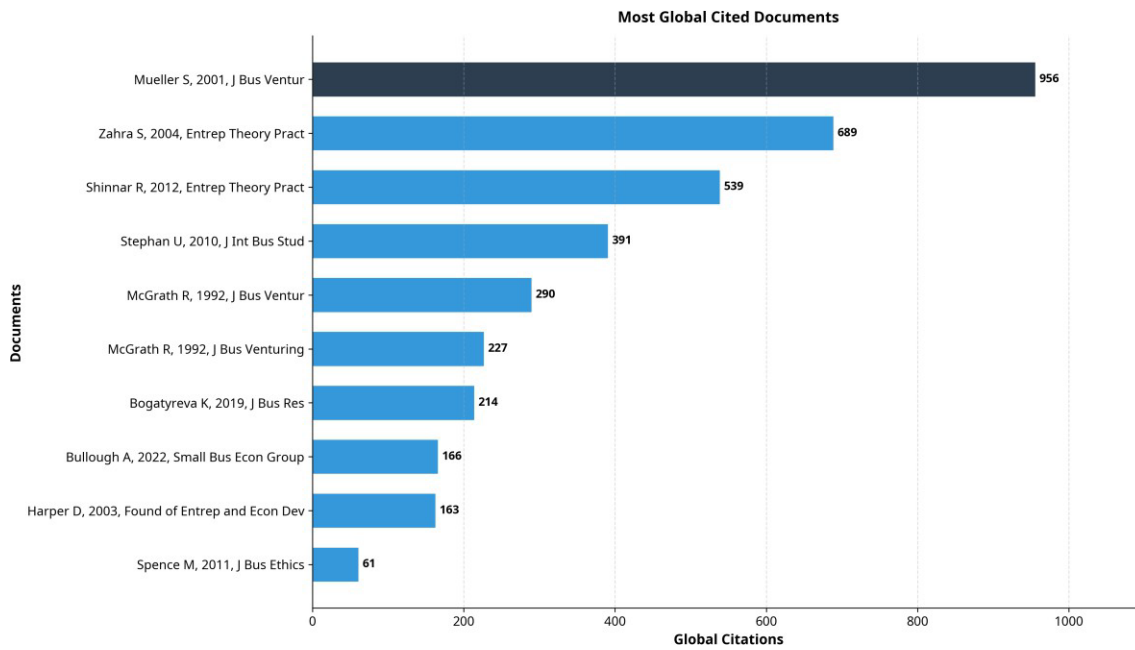


Figure 10. Most global cited documents

Source: Authors' own research.

Findings

Our bibliometric analysis methodically handles all the four research objectives indicated in the introduction. The analysis of the publication and citation patterns in the 337-article dataset provides empirical evidence of the intellectual architecture of the area. Figures 1 and 2 immediately address the first goal by identifying the most significant authors and important works that have influenced the culture-entrepreneurship research agenda. The third purpose is to shed light on the research trajectory throughout time, based on the temporal pattern of publications (Figure 3) and citation trend (Figure 4). The conceptual structure of the domain is illustrated by several complementary visualizations. Figure 5, the thematic map, illustrates the principal clusters and conceptual links that underpin the field; the lexical analysis (Figure 6) and the word cloud (Figure 7) reveal the conceptual priorities that orient scholarly discussion. The second purpose is to realize these visualizations showing the relation and the structuring of research themes around the main ideas. The co-occurrence network (Figure 8) and the treemap representation (Figure 9) provide further details about the conceptual landscape of the topic, illustrating how the various research streams are linked to each other and pointing out which topics occupy central and peripheral positions in the intellectual structure of the field. Finally, the most cited documents worldwide (Figure 10) provide further evidence in support of the canonical writings that constitute the intellectual foundations of the area. Taken together, these findings provide a comprehensive empirical basis for a better understanding of the state of the art. This, in turn, enables us to identify research gaps and future research objectives which is the fourth purpose and the work taken up in the following discussion.

Discussion

A bibliometric assessment reveals a mature research area backed by classic works such as Mueller and Thomas (2001) with roughly 1,000 citations (Donthu et al., 2021). However, a key problem is the massive regional concentration: the US accounts for 3,528 citations whereas

Africa, the Middle East and Latin America are nearly undetectable (Bate et al., 2025) - the regions where most entrepreneurs are based. This gap results from search-induced bias: Western scholars using a Hofstede-centric dataset are blind to non-Western researchers using alternate frameworks (Islamic finance, community-based firms, institutional approaches).

The analysis has already demonstrated the richness of context sensitive approaches: George and Ramachandran (2011) for African contexts; Melchor-Duran et al. (2024) for Latin America; Iqbal and Mirakhor (2011) for Islamic finance; Bruton et al. (2013) for Asian social embeddedness. The discipline must dialogue with other theories: Schwartz values (Schwartz, 1992) GLOBE (House et al., 2004) Institutional frameworks (North, 1990)

One such example is Morocco. Research ought to appear at: (1) the role of Islamic beliefs and Sharia-compliant ethics in Moroccan entrepreneurial decisions; (2) the extent to which family and community relationships help or hinder enterprise creation; (3) the extent to which Moroccan entrepreneurs reconcile profit with social effect. The paradigm of Hofstede should be adapted to include institutional factors: regulatory framework, access to microfinance, Islamic banking, government backing.

Our results point to the necessity to blend motor themes (established pillars) with specialty themes (gender, sustainability) (Shinnar et al., 2012; Bullough et al., 2022; Spence et al., 2011). The research reveals less consensus on cultural traits that predict entrepreneurial outcomes, emphasizing a need for context specific research. Development in the subject requires a real theoretical diversity that acknowledges the interaction between cultural values and institutional structures in diverse areas (Kraus et al., 2021; Shymko, 2023).

Limitations

The findings should be evaluated with caution owing to several methodological limitations. Bibliometric analysis is based on citation metrics as a proxy for scholarly influence, although citations do not always indicate the quality of the research or the validity of the theory (Zupic & Čater, 2015). This reliance on Scopus and Web of Science generates systematic biases in the direction of English-language publications and Western institutional sources, which may obscure scholarship published in alternative languages or through regional publishing channels (Bate et al., 2025).

More significantly, by anchoring our search method to Hofstede's conceptual language, we introduce a search bias that systematically rejects research that uses other frameworks. It is not that research on entrepreneurship by scholars in Africa, the Middle East, and Latin America using Islamic finance, indigenous community models, or institutional approaches does not exist and therefore is not in our dataset; it is that different theoretical vocabularies are used (Melchor-Duran et al., 2024). This constraint, focusing on word, means that our findings reflect the English-language, Hofstede-centric debate rather than the whole range of worldwide scholarship. In addition, bibliometric analysis is inherently backward looking, exposing past patterns rather than predicting future directions, and is blind to unpublished research, working papers and practitioner knowledge. Nevertheless, our approach offers important insights into the development of scientific knowledge published in the open literature, and reveals important areas for future investigation.

There is a major data quality issue to be addressed: 37 instances of the term "na" make up 11% of our dataset of 337 articles. This indicates missing metadata in bibliographic records, inconsistent data extraction techniques, or technological faults in keyword extraction. Such prevalence is a problem for possible under-representation of specific research streams,

particularly those from non-English or non-Western sources where cataloging processes may vary. To improve future bibliometric analysis, more rigorous data quality procedures (e.g., systematic audits of “na” entries, sensitivity analyses excluding entries with “na”, and analysis on whether “na” prevalence is associated with source of publication or origin (Donthu et al., 2021; Silva et al., 2023) are recommended.

Research Gaps and Future Directions

The bibliometric analysis indicates a number of key deficiencies that need to be systematically addressed in future scholarship. Most importantly, the strong geographic concentration of research in Western contexts (especially the United States) is a core limitation on the theoretical development of the field, as theories that are developed primarily through Western data may not adequately capture entrepreneurial phenomena in non-Western contexts with fundamentally different cultural values, institutional arrangements, and economic conditions (Mueller & Thomas, 2001; Zahra et al., 2004).

Future research must purposefully extend the study of culture and entrepreneurship beyond Western contexts, especially to Africa, the Middle East and Latin America, where the bulk of the world’s entrepreneurs operate yet are understudied in current literature. Moreover, the field would benefit from further conceptual integration – i.e., by bringing insights from niche research streams, such as gender, sustainability and ethics-focused entrepreneurship research, into conversation with core theoretical concerns in the field, thus enriching our understanding of how cultural dimensions not only shape whether or not individuals pursue entrepreneurship, but also what forms of entrepreneurship are pursued, and what values guide entrepreneurial action (Deng et al., 2021).

Future research should also embrace higher levels of methodological pluralism, including qualitative approaches, mixed-methods designs, and novel methodologies that may capture the complex, context-embedded character of culture’s role in entrepreneurship. It has to more consciously draw on disciplines beyond business and management such as anthropology, psychology, sociology and international development in order to include their theoretical frameworks and methodological techniques (Bate et al., 2025). Finally, critical areas for future research to advance both theoretical understanding and practical application of culture-entrepreneurship research include emerging frontiers such as digital transformation and virtual entrepreneurship, the intersectionality of multiple dimensions of identity, the temporal dynamics of cultural evolution, and the interaction between cultural values and institutional structures.

Conclusion

This bibliometric study of 337 publications indicates a research subject that has evolved considerably, based on seminal works such as Mueller and Thomas (2001), with around 1,000 citations. The area has moved from a period of theoretical innovation in the early 2000s toward a phase of consolidation, with knowledge production being diffused over a broader scholarly base. Theoretical foundations : proven motor topics . Niche themes: specialized research streams ready to be integrated, but this intellectual maturity hides a basic constraint, which is the marked geographic concentration in Western contexts, especially the United States. Theories founded mostly on Western data will necessarily carry Western assumptions about culture, institutions and economics. The lack of scholarship from Africa, the Middle East, and Latin America, where most

of the world's entrepreneurs live, is not just an issue of equality but a theoretical imperative that needs to be addressed.

Increased integration of ideas across the specialized study streams might be useful to the field. Considerable bodies of work have emerged around gender and entrepreneurship, sustainability-oriented entrepreneurship, and ethics-oriented research, however these are fairly ancillary to key theoretical concerns. We suggest that a conversation between alternative approaches and mainstream studies should further enhance our knowledge of how cultural aspects impact entrepreneurial forms and values.

Three topics must be prioritized by future study. First, a comprehensive research of culture and entrepreneurship in non-Western contexts with context sensitive methodologies rather than the application of Western concepts. Second, more methodological pluralism including qualitative and mixed-methods designs that can capture the complex entrenched nature of cultural effect on entrepreneurship. Third, to engage deliberately with disciplines outside business and management such as anthropology, psychology and sociology to bring together varied theoretical and methodological views.

The culture-entrepreneurship nexus is still very much alive since entrepreneurship is a basic mechanism through which societies develop and create value. This research has mapped the intellectual landscape that has already been covered; the gaps that this analysis has indicated need to be addressed by future scholars. The maturity of the field is a foundation; its limits are the most promising directions for progress.

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"During the preparation of this manuscript, the authors utilized ChatGPT 4 to enhance readability and language clarity. Following the use of this tool, the authors meticulously reviewed and revised the content as necessary and take full responsibility for the final content of the publication."

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