

## Research Trends on Digital Entrepreneurship with Islamic Values: Bibliometric Analysis (2012-2022)

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### **ABSTRACT**

The impact of digital transformation on the shape of business operations around the world cannot be understated. Yet, the Islamic digital economy era remains in its infancy, and the challenges that it faces are still left unanswere. Nonetheless Entrepreneurship learning is still a subject that is considered difficult for students because it is considered incompatible between theory and practice. Ease of access to information technology in the era of the industrial revolution 4.0 is considered to be one of the hopes in achieving learning success, especially in entrepreneurship courses. A business opportunity made possible by the use of technology platforms and other information communication technologies is known as digital entrepreneurship. The idea of digital entrepreneurship publication, which displayed the big picture utilizing data from all countries, has not yet been thoroughly researched. This study uses bibliometric analysis to visually map all scholarly papers in the topic of digital entrepreneurship that have been indexed by Scopus. This study makes use of the analysis capabilities of Scopus programs and makes use of VOSviewer to show bibliometric networks. This study adds keywords for digital entrepreneurship to the Scopus database, which contains 335 scholarly papers published globally between 2012 and 2022. Increasing numbers of worldwide papers in the have been identified to exhibit patterns and trends based on this investigation: entrepreneurs, entrepreneur, socialentrepreneurs, social networking, sustainability and digitallization.

**Keywords: Bibliometric, Digital Entrepreneurs, Scopus, Vosviewer**

## A. INTRODUCTION

The era of the industrial revolution 4.0 has ended affect human life. Ease of access in obtaining information is part of pre-eminence of this era. Major changes in various internal fields technology towards digitization greatly dominate the industrial revolution 4.0. A new chapter in the current era push and force world globally for ever keep up with the rapid changes and dynamic. Underpinned by modern entrepreneurship, digitization has contributed to the rapid change and progress of the world and of mankind (Ratmaningsih et al., 2018);(Sarma et al., 2022). Digital information is changing the way people do business and activities today. It makes life easier. The domain of the digital economy claims both the core digital sector and the broader range of extensive digital activity, but it does not claim all digitized activities in the market. Economic and social activities have been greatly transformed by the prevalence of technological innovation and economic digitalization, especially in the form of social media or shopping applications. Digital platforms offer significant advantages over traditional commercial platforms, such as lower transaction costs and barriers to entry, allowing entrepreneurs to access domestic and international markets. These advantages are made possible by digital market institutions that have established trust as its core value. Digital helps get the job done and done in just minutes. Digital is simply the use and knowledge of organizational tools, technologies, methods and systems to solve a particular problem or provide a service. The Industrial Revolution has entered the 4.0 era, where systems can integrate the online and business worlds. The rise of the Islamic digital economy may lower the entry barriers to entrepreneurship, open new markets, attract peers and non-professionals, and allow small-scale startups to obtain new sources of financing. The Industrial Revolution has increased production efficiency in the business or entrepreneurial world through the use of digital technology and automation. Therefore, digital could be the future trend of the world, especially in today's digital business era (Akutson, 2017).

Entrepreneurship as an interest in commercial and economic activity is one of the most important developments in the global economy. Entrepreneurship is one of the drivers of the economy in all countries. More entrepreneurs means more potential for new business areas, thus creating more jobs and growing them (Al-Nsour & Khlifat, 2020). Entrepreneurship has many concepts and implications. Entrepreneurship helps you do something creative to achieve financial independence or personal satisfaction (Battisti et al., 2022). Entrepreneurship also requires seizing opportunities in innovative ways. Entrepreneurship also has the potential to employ diverse resources to build and expand

organizational work and create employment opportunities. When entrepreneurship meets technology, capital and a supportive environment, it becomes technopreneur. Digital has played the most important role in changing the world, especially since his late twentieth century (Baran & Berkowicz, 2021; Gupta et al., 2022).

This paper provides a comprehensive overview of the present current state and trends of digital entrepreneurship in science education and research. It reports a bibliometric analysis of digital entrepreneurship publications in science education published between 2012 to 2022, with pattern on collaboration, major publications, major themes and research trends. Cover the trend, the following research issues were the main focus of the bibliometric analysis; In terms of the main research fields, significant publications, and collaboration patterns, how is the current situation of digital entrepreneurship in scientific education research? In terms of the usage of keywords in publication; digital entrepreneurship (Borst et al., 2019; Purnomo et al., 2021). The disruptive nature of technologies has made digital entrepreneurship a necessity rather than a choice. The reception towards digital entrepreneurship has been mixed. Traditional firms and industries are more apprehensive about undertaking digital entrepreneurship, while technology-based firms are ostensibly more positive about its future possibilities. The apprehension of the former is caused by their preference for stability, achieved by conforming to past practices, and aversion to an uncertain future brought upon by IT adoption. The emergence of the Islamic economy has significant implications on the social and economic landscape of the world. It is transforming the global economic landscape while imparting the values of Islam. The Islamic digital economy is not only a subsegment of the digital economy, but it is also a manifestation of the integration between technology, business, and the spiritual.

The concept of entrepreneurship has already been described in several research publications. Entrepreneurship is an activity that consists of identifying and seizing opportunities, turning those ideas and opportunities into useful goods and services, adding value in the long term, and taking risks. and get rewarded (Purnomo et al., 2022). Entrepreneurial activity includes working with old and new companies, non-profit organizations, and the public sector. A key feature of entrepreneurship is creating new value in products through innovation (Cavallo & Ghezzi, 2021; Purnomo et al., 2020).

Digital entrepreneurship is a subset of entrepreneurship that incorporates digitization methods into the functioning of its activities. Digital entrepreneurship is therefore associated with digital business activities, along with some digital goods and

services (Elia et al., 2021;Rodriguez-Marin et al., 2022). Benefits of digital business include business activity development, enterprise expansion by launching or improving new businesses. Deliver business intelligence and communication to millions of customers in less time (Purnomo, Septianto, et al., 2020). The growth of digital entrepreneurship can also lead to the invention of new methods and technologies. One of the main differences between digital entrepreneurship and traditional entrepreneurship is the nature of the product (Gorelova et al., 2021;Soeryanto Soegoto et al., 2022).

Goods or Services. When a new company offers a digital product, it is considered slightly digital, and there are also some differences in how customers react to these products. Understanding how digital entrepreneurship works has led many practitioners and business people to start digital businesses (Liu, Wang, et al., 2023). Her second big difference between digital entrepreneurship and traditional entrepreneurship is the workplace (Koniagina Et al., 2019). As soon as the product is digitized, the physical space is automatically reduced. Postulated that virtual forms of digital ventures can deliver products and services at low cost (Abdelwahab et al., 2023). This process involves the use of computer-mediated communication (CMC) within the organization and between the organization and some key external stakeholders (suppliers and customers). The importance of CMC in the modern enterprise is growing, making CMC essential for virtual enterprises (Ridwan et al., 2022;Liu et al., 2023).

## **B. LITERATURE REVIEW**

### **Entrepreneurship**

Entrepreneurship can be translated as entrepreneurship, and can be interpreted as the nerve center of the economy. economy (the backbone of economy) or as a controller of a nation's economy (tailbone of economy). A business (start-up phase) or a process of doing something different (creative), process of doing something different (creative) and something different (innovative) requires the value of entrepreneurship to start it, according to Saputri & Kuswardono, (2019) of entrepreneurship to start it, according to its etymology. Roy & Grant, (2020) opinion on entrepreneurship is the process of creating something that has high value by maximizing time and energy accompanied by bearing financial risks energy accompanied by bearing financial, psychological, social risks and receiving compensation in the form of money and personal satisfaction in the form of money and personal satisfaction.

According to (Sajane & Gaikwad, 2022)grouping (need) into three, namely:

1. Need For Achievement is an action in the need for achievement by doing something better and more efficient than before better and more efficiently than before.
2. Need For Power is a need for power which is the desire to be able to influence, control and control others.
3. Need For Affiliation is the need to affiliate is the desire to be accepted and liked by others. other people.

Until now, there is no exact terminology about entrepreneurship, but it generally has the same essence but in general it has the same essence of the desire to realize innovative ideas into the real world of business innovative ideas into the real world of business and can develop it must have a strong will in the nature, characteristics and characteristics of entrepreneurship in the nature, characteristics and character inherent in a person according to. Yohanna & Maya, (2019) agrees with Meredith's thoughts on the characteristics and dispositions in entrepreneurship as follows:

a) Characteristics of Entrepreneurship

1. Has confidence in himself.
2. Can be task and result oriented.
3. Can make risk-taking decisions.
4. Has a leadership spirit.
5. Always prioritize originality.
6. Have a future orientation.

b) Entrepreneurial Disposition

1. Have confidence in themselves without relying on others, individualistic and always optimistic
2. Always want to achieve, aim for profit, be diligent and steadfast, and have a strong determination in hard work, energy and initiative hard work, energy and initiative.
3. Have the ability to make decisions faced with risk.
4. Can behave as a leader who gets along with others and can accept suggestions and criticism. criticism.
5. Always try to be innovative and creative in showing his/her business and flexible in following the times

Always looking ahead and planning in the long term. (Hatammimi & Afanassieva, 2022) Will always produce new products and ideas for organizing services at every

decision to open a new business by an entrepreneur in the context of the business world in opening a new business by an entrepreneur in the context of the business world. Typical characteristics entrepreneur:

1. Has an internal control section.
2. Has a high energy level.
3. Have a high desire for achievement.
4. Have a tolerance for ambiguity. (Ratmaningsih et al., 2018) Stages and Processes of Entrepreneurship)

#### Stages of Entrepreneurship

1. Have confidence in yourself
2. Can be action-oriented Entrepreneurial process

Nzembayie et al., (2019) argues that the entrepreneurial process begins with product innovation that can be influenced by various factors both internal and external to the entrepreneurial process product innovation that can be influenced by various factors both internal and external to personal matters personal things. The following are the stages of the entrepreneurial process (Igwe et al., 2021):

1. Innovation process
2. Trigger process
3. Implementation process
4. Growth process

#### **Entrepreneurship in Islam**

Salaheldeen, (2022) argues that Islamic economics is a form of implementation of the rules governing the existence of economic activities and human transaction behavior using the principles and values originating from the Al-Qur'an and Hadith. In the teachings of Islam, economic activity different from other theoretical economic activities. Islamic economics is a reference for the Muslims are economic actors in carrying out their activities, which prioritize their existence divine values and with the hope and intention to get blessings from Allah SWT. The following are universal values that are fundamental to the implementation of Islamic economics and consist of four values, namely:

1. At-tawhid (security)

At this value, humans express their belief in the One and Only God

its application shows that Allah is the only God who has the right to be worshiped and no one else

else to worship.

2. Al-adl (justice)

Conditions of feeling that there is no difference and are not distinguished in all respects.

3. Al-ma'ad (result)

Discusses the results of activities carried out by economic actors within their capabilities develop their business.

4. The value of sincerity and voluntary (Muhibullah et al., 2021)

Regarding freedom in the existence of continuity of Islamic economic activity without any element coercion in it as well as with a sincere feeling in going through the process and accepting responsibility for it all risks. Entrepreneurship activities in Islam are actually not foreign anymore, because at the time of the Prophet Muhammad SAW, his wife and the companions of the Prophet also carried out entrepreneurial activities. Rasulullah SAW once said regarding entrepreneurial activity, namely, "You should trade because in this trade there are 90 doors of sustenance that can be opened (Datta et al., 2020). With this you can It is said that entrepreneurial activity is a hallmark of the Islamic religion which has been carried out since formerly. So that the business ethos develops into a high-value ethics in supporting the benefit efforts and activities that can be the spread (syiar) of Islam to various parts of the world (Utami et al., 2021).

Based on the description above, there are several business ethics applied in Islam used as a tool for the development of the entrepreneurial world carried out by entrepreneurial actors Muslims and has been regulated by Allah SWT in the Qur'an:

1. Prioritizing honesty in doing business in accordance with Islamic business ethics
2. Do not commit acts of denial
3. Eliminating the Najsya element
4. Make an endeavor
5. Must have the consent of both parties
6. Avoid usury

## C. METHOD

This study concentrated on international publishing maps in the area of digital entrepreneurship. In October 2022, using a bibliometric technique, the research data were retrieved from the Scopus database using document search services (Madsen & Slåtten, 2022);(Thayyib et al., 2023);(González-Zamar et al., 2020). The Scopus service and VOSViewer application's analytical search results feature used data visualization and analysis (Irwanto et al., 2023).

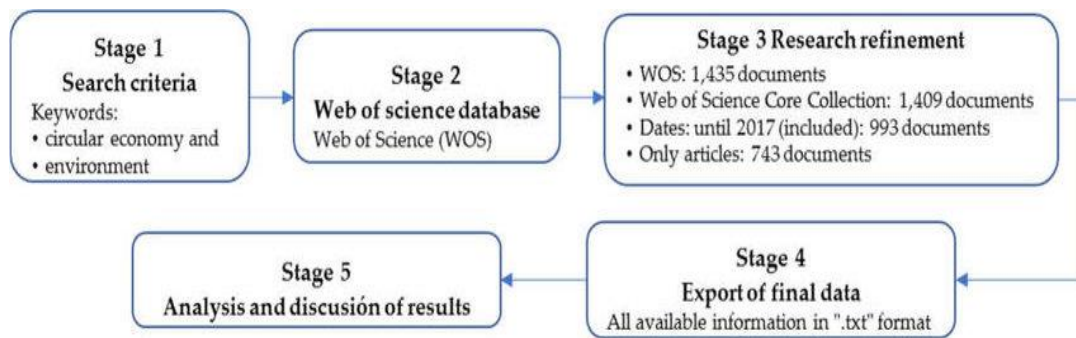


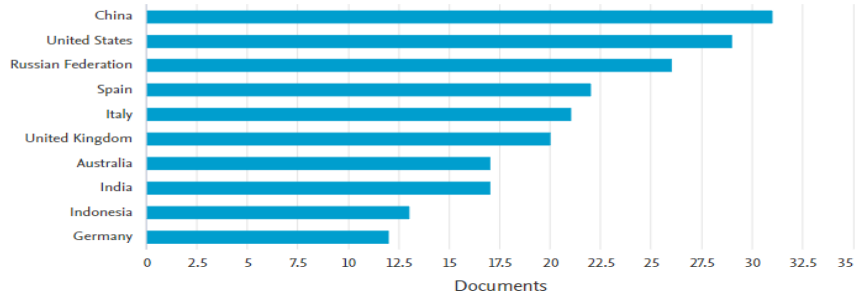
Figure 1. Design bibliometric technique

In Figure 1 While the network visualization includes researchers, countries, academic affiliations, growth in the number of studies, keywords, author collaborations, and most cited research, the bibliometric network is visualized and constructed using the VOSviewer tool. To build and search for similar articles in the Scopus database, which contains 335 scholarly publications published from 2012 to 2022 globally, this research defines keywords connected to various forms of digital entrepreneurship.

## D. RESULTS AND DISCUSSION

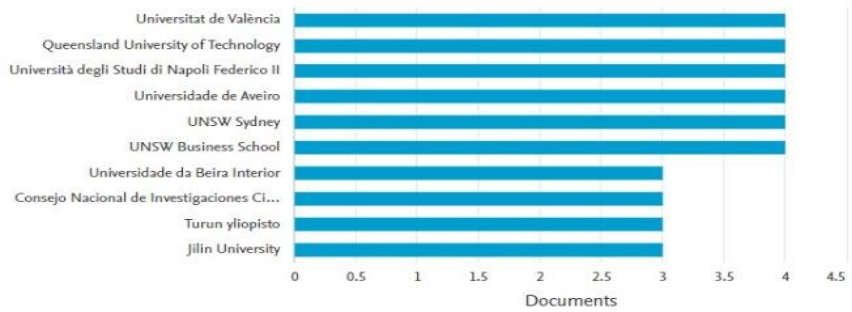
Fig. 1. showed the country that has the largest contribution in making publications in the field of technopreneur was Cina with 31 documents. Followed by US with 29 documents, Russian Federation with 26 documents, Spain with 22 documents, Italy with 21 documents, UK with 20 documents, Australia with 17 documents, India with 17 document, Indonesia with 13 document and Germany with 12 document.





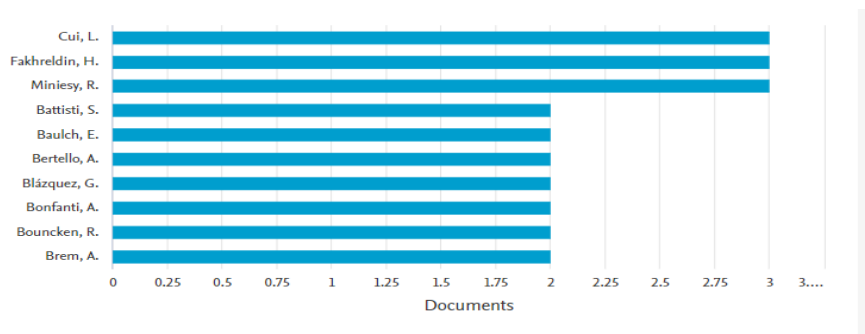
**Figure 1. Documents by country**

The Scopus data puts Cina first in producing scientific journal publications in the International level, with 31 scientific publications. In addition, the research interest carried out by academics is also very high. Universitat de València, Queensland University of Technology, Università degli Studi di Napoli Federico II, Universidade de Aveiro, UNSW Sydney, UNSW Business School, Universidade da Beira Interior, and Consejo Nacional de Investigaciones Científicas y Técnicas were the top 10 research institutes in digital entrepreneurship publication, each with four and three documents, as shown in Fig. 2.



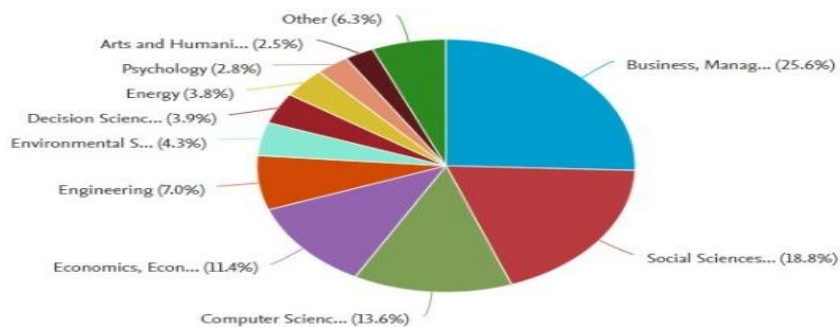
**Figure 2. Documents by Affiliation**

The author with the most publications in the digital entrepreneurship field was Cui, L, with 3 documents. Followed by Fakhreldin, H, with 3 documents, Miniesy, R with 3 documents, Battisti, S. with 2 documents, Baulch, E, with 2 documents, Bertello, A, with 2 documents, Blázquez, G, with 2 documents, Bonfanti, A, with 2 documents, Bouncken, R, with 2 documents, and Brem, A, with 2 documents.



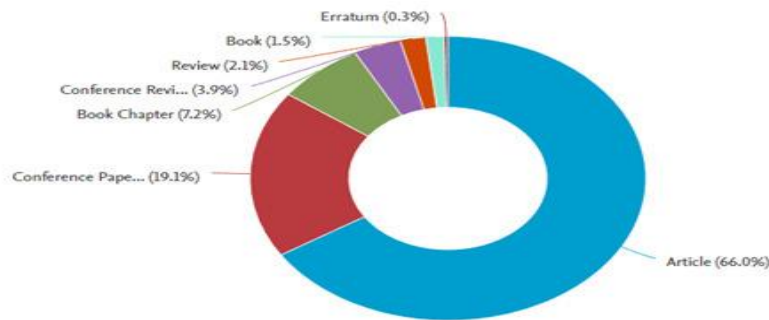
**Figure 3. Documents by authors**

The most subject area in entrepreneurship publications in Business, Management and Accounting with 162 documents (25,6%). Followed by Social Sciences with 119 documents (18,8%), Computer Science (13,6%) with 86 documents, Engineering (15,3%) with 11 documents, Economics, Econometrics and Finance (11,4%) with 72 documents, Engineering (7,0%) with 44 documents, Environmental Science (4,3%) with 27 documents, Decision Sciences (3,9%) with 25 documents, Energy (3,8%) with 24 documents, Psychology (2,8%) with 18 documents, Arts and Humanities (6,3%) with 16 documents.



**Figure 4. Subject Area**

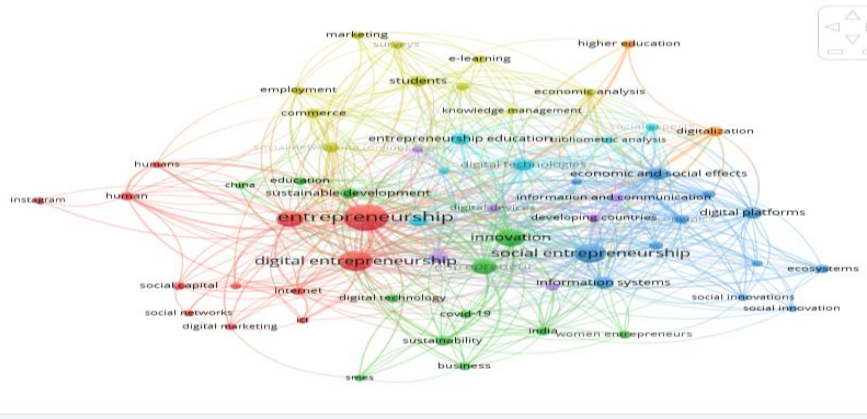
The most intensive subject area in entrepreneurship publications were business, management, and accounting. Because the study of entrepreneurship and social studies is part of the fields of business studies, management, and accounting. entrepreneurship studies can be formally studied in business, management and economics schools in a university (Yang & Thoo, 2022). The most frequent type of documents in entrepreneurshship publication were Article (66.0%) with 221 documents, then Conference Paper (19.1%) with 64 documents, Book Chapter (7.2%) with 24 documents, Conference Review (3.9%) with 13 documents, Review (2.1%) with 7 documents, Book (1,5%) with 5 documents and Erratum (0.3%) with 1 document



**Figure 5. Documents by type**

The construction on the digital entrepreneurship and social studies keyword network for the theme map research was built with the VOSViewer application. The criterion for a minimum number of documents related to keywords is two repetitions. So, from 1773 keywords there are only 60 keywords that meet the thresholds (Sankar et al., 2023). Fig. 5 shows there were four groups of study themes based on research keywords related to the digital entrepreneurship and social studies publication (Susilowati et al., 2022).

1. Entrepreneurship (red). In this cluster, we can find entrepreneurship themes. This cluster was related by the keyword entrepreneurship, digital entrepreneurship, digital marketing, social capital, internet and ICT. This research proposes a convergence axis classification (Zaki et al., 2023).
2. Innovation (green). This cluster consisting of entrepreneurship publication to characterize the dominated by the keywords innovation, education, social entrepreneurship, business, and sustainability. As implications for practical, identifying key these keywords relate to information technology themes in the digital entrepreneurship sector leads to understanding themes (Gao et al., 2022).
3. Social entrepreneurship (blue). In this cluster, we can contexts, as well as the research gaps. With all of this, new find digital entrepreneurship themes. This cluster was studies can be led to address a lack of study and advance related by the keywords entrepreneurship education, digital platform in the areas. The themes most researched also information system, social innovation, and digital devices (Thayyib et al., 2023).



**Figure 6. Map of Digital Entrepreneurship Publication**

**Discussion**

The Islamic economy is founded on the Islamic faith, principles, and values. Briefly put, these three facets serve as a “way of life” for Muslims, and they guide the consumption behavior and business practices of Muslims. Such guidelines are apparent in the two main references of Islamic teachings, the Quran and hadith, which instruct Muslims to be just in their commercial undertakings and prohibit usury (riba). In Islam, business transactions must also be funded with and invest in halal financial resources. All transacting parties must also uphold their responsibilities (McAdam et al., 2019). During the 2020 pandemic, the expenditures of Muslims around the world on food, pharmaceuticals, cosmetics, modest fashion, travel, and media amounted to \$2.02 trillion. This figure was a 3.2% growth compared to 2019, but it is expected to contract by 8% in the 2022 due to the pandemic (DinarStandard, 2020/2021). The ability and position of countries to capture the potential of the multi-trillion dollar global halal economy are measured using the comprehensive Global Islamic Economy Indicator (GIEI) (DinarStandard, 2020/2021). Based on the GIEI, the top three countries best positioned to seize the global Halal economy pie are Malaysia, Saudi Arabia, and the United Arab Emirates. The inherent interconnectivity of the digital economy enables it to become an information-sharing platform that can improve public services, funds, or social services. The digital economy is expected to offer prime, fast, and affordable Islamic economy services to various market segments. As the platform is accessible anywhere and anytime, economic activities can improve in efficiency and effectiveness. Despite COVID-19, there have been significant developments in Islamic economy during the past year, including accelerated digital transformation (DinarStandard, 2020/2021). There are two key areas for the digital needs of Muslim consumers. First is general lifestyle needs and second Islamic law- and spirituality-related lifestyle needs. Practical digital economy

solutions are in high demand in the global Halal market and its sectors, for instance consumer goods (e.g., cosmetics and food) (DinarStandard, 2020/2021). The stakeholders of the ecosystem, e.g., the government and Fintech developers, hold the responsibility of overcoming the negative impacts of the COVID-19 pandemic. Fintech startups are slowly becoming new financial services. They play a significant future role of integrating a financial institution (e.g., bank or fintech company) with another

## **E. CONCLUSION**

The results of this study showed that there is a map Patterns and increasing trends in international numbers. Digital entrepreneurship publications indexed by Scopus. Most productive countries, affiliations and authors Digital Entrepreneur Publication Was Sheena, 31 Certificate, University of Valencia 4. Documents and Choi, L, three documents. Followed by Fachreldin, H, 3 documents, Miniesy, R, 3 documents. There was a collaborative network of researchers related to the field of digital entrepreneurship. most intensive subjects types of documents in international publications of 162 digital entrepreneurs (25.6%) in management and accounting. The most common document types in Entrepreneurship publications were Articles (66.0%) with 221 documents, followed by Conference Papers (19.1%) with 64 documents, Book Chapters (7.2%) with 24 documents, and Conference Reviews (3.9%), was 13 documents, reviews (2.1%) 7 documents, books (1.5%) 5 documents, errata (0.3%) 1 document. In terms of contribution to knowledge, this Research proposes a classification of axes of convergence Consists of digital entrepreneurial publications that characterize the body of knowledge generated over 20 years Publication: entrepreneurship, information technology, Knowledge management and education. As an impact on the actual identification key Topics in the Digital Entrepreneurship Field Lead to Understanding development of research to understand common themes and Gap between context and research. with all that new Research can lead to make up for the lack of research and progress knowledge of the field. Most researched topics. Demonstrate the digital contributions of digital entrepreneurship. This study is highly needed in the future to analyze it Contribution and Impact of Digital Entrepreneurial Publishing by citation measurement with Scopus and Scopus combined Web of Science data.

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