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GLOBAL TRENDS SHAPING THE FUTURE OF SUSTAINABLE ENTREPRENEURSHIP AND BUSINESS

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ABSTRACT
Sustainable entrepreneurship has become more important in academics and industry among rising global issues like climate change, resource depletion, and changing consumer preferences. Emphasising important topics such globalisation, technological advancements, and corporate social responsibility (CSR), this bibliometric analysis tries to investigate international research trends in sustainable entrepreneurship. This study examines three hundred peer-reviewed papers from well-known databases in order to find clear patterns in subject clusters, citation dynamics, and publication growth. The results show that encouraging sustainability in business depends on technology innovation—especially in sectors like artificial intelligence and blockchain—which is particularly lacking in others. Moreover, Globalisation has compelled firms to integrate sustainable practices into their supply chains, therefore augmenting their competitiveness and ensuring regulatory compliance. The increasing focus on CSR and stakeholder engagement underscores the need of aligning company goals with social and environmental limitations. This report offers essential insights into emerging trends that will influence the trajectory of sustainable entrepreneurship, presenting opportunities for innovation and enduring value creation.

Keywords*: Sustainable entrepreneurship, Globalization, Technological advancements, Corporate social responsibility (CSR), Bibliometric analysis, Supply chain sustainability, Digital transformation.*

1. INTRODUCTION
Sustainable entrepreneurship has turned into one of the most essential components of company strategy nowadays, driven by the global tendencies towards environment-sustainable growth, new technology application, and growing necessity of socially responsible business. In the modern global business world, companies are not just judged based on their performance levels and financial success but also their capacity to integrate sustainability as part of their business process. Therefore, sustainable entrepreneurship can be perceived as a novel model, which contributes to economic development and, at the same time, addresses the social and environmental issues. [1].

Globalisation has increased this change, as global corporations are in an interdependent space where their operations affect the world. Sustainability adoption by organisations in their corporate activities is a strategic requirement to organisations that wish to be competitive in the international markets. The increasing demands of consumers, investors, and regulatory bodies are pushing global supply chains towards being eco-sustainable and socially responsible. Studies have shown that the businesses that define sustainability in their business model increase the value creation and competitiveness as well as develop new sources of innovation. [3].

The use of technology in business goes a long way in improving sustainability. Process optimisation, waste minimisation, and improved production are some of the benefits that big data, artificial intelligence (AI), and blockchain technology have allowed firms to maximize the use of resources. The analytics implemented via AI allow companies to forecast market dynamics and optimise workflows, thus increasing the sustainability options [4]. Global

supply chains have introduced accountability and transparency by use of blockchain technology, hence assuring goods are manufactured through ecologically friendly means.

Corporate social responsibility (CSR) has recently been a major driver towards sustainable business. Modern enterprises are expected to play an active part in solving environmental and social issues, as well as, earning profits. Today, businesses looking to build trust and loyalty in order to spur sustainable growth heavily depend on interaction with stakeholders such as customers, employees, investors and communities. Studies have shown that organisations that have the CSR as a priorit concept would be more reputable and investors and consumers with social interests would flock to their organisations, thereby giving them a competitive advantage [7].

This is a bibliometric study that seeks to review the trends in sustainable entrepreneurship around the world with an interest in globalisation, trends in technology, and corporate social responsibility (CSR). This paper aims at illuminating the future trends that will drive sustainable business practices by outlining the research environment in this area.

2. LITERATURE REVIEW

Sustainable entrepreneurship has gradually gained significance over the past decade with corporations and university professors alike embracing the extent to which sustainability ought to be incorporated into the business processes. Focussing on the interaction between globalisation, technology developments, and corporate social responsibility (CSR), this literature review emphasises important results from recent research that are all vital to grasp the direction of sustainable entrepreneurship. Additionally, this review notes that there are numerous bibliometric analysis techniques applicable in this area and explores its implications to future research and practice.

2.1 Globalization and Sustainability in Entrepreneurship

Globalisation has been studied widely especially where sustainable entrepreneurship is concerned whereby firms are reacting to the opportunities and limitations presented by the global markets. The impact of globalisation on the environmentally friendly supply chain management is one of the key effects of globalisation. With globalisation, companies need to review their supply chains, Niesten et al. (2017) found out, which leads to the adoption of more sustainable practices to remain competitive [8]. Li et al. (2018) also demonstrated that with the addition of sustainability to meet customer expectations and international regulations, global trade and competitiveness force companies to become innovative in terms of their business model [9].

In addition, businesses across global markets are also increasingly implementing the concepts of a circular economy, which focuses on reducing the amount of waste and optimal utilization of resources [10], as explained by Jones and Comfort (2019). The move towards the circular economies has formed a significant trend in sustainable entrepreneurship because of world environmental policies.

2.2 Technological Innovations and Sustainable Business

Sustainable entrepreneurship is much changed by technological developments, especially in the fields of big data, artificial intelligence (AI), and blockchain technology. George et al. (2021) emphasise the role of companies in maximising their operations through the use of AI-powered business models, thus reducing resource use and environmental impact [11]. The authors Chen et al. (2020) also show that the introduction of blockchain technology has altered the supply chain openness in the sense that companies can ensure that they are doing activities that are ethical and consistent with the environment [12].

According to recent studies by Koh et al. (2021), the areas of large data analytics could be applied to predict the trends in sustainability, thus allowing enterprises to make informed decisions on waste management, energy, and resource usage [13]. This technological change is also demonstrated by Mikalef et al. (2021) who found out that the same companies that use digital tools to enhance their sustainability can increase their operational efficiency and reduce their environmental impact [14] as well.

2.3 Corporate Social responsibility (CSR) and Stakeholder Engagement

As businesses realised that their sustainability relies on their ability to align their objectives with the needs of the society, corporate social responsibility (CSR) has become one of the pillars of sustainable entrepreneurship. Moon and Deleon (2020) argue that the participating companies not only increase their public image but also establish more intimate relations with their stakeholders, such as investors and consumers, who have respect toward sustainability [15].

Similar results have been demonstrated by Su et al. (2021), who demonstrated that increased levels of customer loyalty and investor trust contribute to explaining why companies with strong CSR engagements achieve long-term success [16]. Furthermore, Shah et al. (2022) underlined that CSR practices are typically connected with innovation as companies that concentrate on sustainability are more inclined to spend in creative ideas that lower their environmental effect. [17].

2.4 Concise Survey of Analysis methods and their implication on sustainable entrepreneurship studies

There are numerous bibliometric and analysis methods applied to the investigation of sustainable business since citation analysis to topic clustering. These techniques enable academics to spot trends, patterns, and major literary contributions. The below along with the recent researches, their modes of analysis and the impacts of these modes of analysis on the continued research in sustainable entrepreneurship are included.

Table 1: Comparison of Analytical Techniques and Impact on Sustainable Entrepreneurship Research

Author(s)	Year	Analytical Technique	Impact on Research
Niesten et al. [8]	2017	Citation Analysis	Identified global market challenges pushing firms toward sustainable supply chains.
Li et al. [9]	2018	Bibliometric Mapping	Mapped global regulations influencing sustainable business model innovation.
Jones & Comfort [10]	2019	Co-citation Analysis	Found trends in circular economy adoption driven by globalization and environmental policies.
George et al. [11]	2021	Thematic Clustering	Explored AI-driven sustainable business models optimizing resource use.
Chen et al. [12]	2020	Content Analysis	Analyzed blockchain's role in enhancing supply chain transparency and sustainability.
Koh et al. [13]	2021	Trend Analysis	Predicted sustainability trends using big data analytics for resource optimization.
Mikalef et al. [14]	2021	Network Analysis	Showed how digital tools increase operational efficiency and reduce environmental impact.
Moon & DeLeon [15]	2020	Citation and Impact Factor Analysis	Demonstrated the link between CSR and stronger stakeholder relationships.
Su et al. [16]	2021	Co-word Analysis	Highlighted CSR's role in fostering customer loyalty and investor trust.
Shah et al. [17]	2022	Social Network Analysis	Found correlations between CSR and business innovation in sustainability.

2.5 Gaps in the Literature

Although knowledge of the interactions of globalisation, technology, and CSR in sustainable entrepreneurship has advanced significantly, several gaps still exist. For instance, most research concentrates on big, established businesses, therefore undervaluing social entrepreneurs and smaller firms. Furthermore, the long-term effects of digital technology on sustainability practices call for further research especially in view of fast developing blockchain and artificial intelligence advancements.

2.6 Emerging Themes

Emerging themes in sustainable entrepreneurship, as reported in the literature, include the growing relevance of the circular economy, the emergence of digital platforms for sustainability, and the growing function of social entrepreneurship. These ideas probably will influence the direction of sustainable business practices going forward and provide rich ground for further studies.

3. METHODOLOGY

The bibliometric study of worldwide trends and their influence on sustainable entrepreneurship is presented in this part along with the research design, data collecting, and analytic methods used. The strategy used here is methodical and thorough to find, evaluate, and map the corpus of current research in this field.

3.1 Research Design

Using a bibliometric analysis—a well-known method used to objectively evaluate research outputs, trends, and effect via citation and content analysis—the paper This approach enables the identification of important study topics in sustainable entrepreneurship, prominent articles, and developing trends. By looking at publishing patterns, authorship trends, and theme clusters across many scholarly publications, bibliometric analysis allows one to grasp the framework of knowledge in this discipline.
[18][19].

3.2 Data Collection

Two main academic databases—Web of Science (WoS) and Scopus—provided the data for this work. These databases fit the study of sustainable entrepreneurship literature as their thorough coverage of peer-reviewed publications in business, management, and entrepreneurship is well recognised. The search turned up using the following keywords:

- "Sustainable entrepreneurship"
- "Global trends"
- "Technological advancements"
- "Corporate social responsibility (CSR)"
- "Innovation"

The search engine only turned up peer-reviewed publications and conference presentations released between 2000 and 2023. Included were papers on sustainability, entrepreneurship, technological innovation, and globalisation. Based on their applicability to the subject of the research, 300 publications in all were chosen for examination. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach helped these papers be checked for duplication and non-relevant items. [20].

3.3 Inclusion and Exclusion Criteria

The following criteria were established to ensure that only the most relevant articles were included in the study:

- **Inclusion Criteria**:
    - Articles published between 2000-2023.
    - Peer-reviewed journal articles and conference proceedings.
    - Papers focused on sustainability, entrepreneurship, technological innovation, and CSR.
- **Exclusion Criteria**:
    - Articles in non-English languages.
    - Book reviews, editorials, and non-peer-reviewed papers.
    - Studies unrelated to business, economics, or entrepreneurship.

This process resulted in a final dataset of **300 articles** that formed the basis for bibliometric analysis.

3.4 Data Extraction and Processing

The data was extracted using VOSviewer and R tools for bibliometric study after the papers were recognised. Published information (author, year, journal, title), citation counts, and keywords were among the gathered materials. In this study, the following factors especially mattered:

- **Publication Year**: Identifying the evolution of research over time.
- **Authors**: Recognizing key contributors in the field.
- **Citations**: Measuring the impact and influence of specific papers and authors.
- **Keywords**: Clustering thematic areas and identifying trending topics.

3.5 Analysis Techniques

The investigations of the organisation and trends in the research on sustainable entrepreneurship were achieved with the help of numerous bibliometric and content analysis methods:

- This technique was applied to assess the impact of some publications based on the number of citation. Citation analysis provides greater focus to important contributions and assists in the identification of majority of the most significant publications in the topic. The Impact Factor method of Garfield was used to judge journal relevance [21].
- Co-citation analysis was done on the links between frequently cited works. The approach provides insight into the conceptual design of the subject of study because it considers the number of times two or more articles are cited [22].
- Through co-word analysis (the frequency of words that appear concurrently across the data set) new themes and topics were discovered. This helps to visualise the clusters of themes and map out the central areas of interest in sustainable business [23].
- Major research topics were identified with the help of the thematic grouping bringing with the aid of VOSviewer This way of representation aids in representing the evolution of sustainable entrepreneurship research, merging similar keywords and concepts. The clusters were colour-coded to represent a number of theme areas, such as globalisation, CSR, technological innovation and circular economy [24].

Examining the cooperation trends among academics, institutions, and nations, network analysis was done. This method is beneficial to locate significant points in the scholarly system [25] and reveals the interrelationships between numerous authors and research institutions.

3.6 Visualizing Trends and Networks

VOSviewer and Gephi tools let one visualise research trends, important articles, and theme groupings. These instruments let one graphically depict:

- **Co-authorship networks**: Visualizing collaborations between authors, institutions, and countries.
- **Citation networks**: Mapping the influence of highly cited papers and journals.
- **Keyword co-occurrence**: Displaying the most frequent and co-occurring keywords to highlight emerging themes.

Visual maps of term clusters and citation networks were very helpful created using VOSviewer. This graphic depiction facilitates the identification of trends and research gaps by helping to show the links across many theme areas within sustainable entrepreneurship study.

3.7 Validation of Results

Comparing the findings with past bibliometric research in comparable disciplines helped to guarantee the validity and accuracy of the bibliometric study. This comparison guaranteed that the results of this research matched the general consensus of knowledge on sustainability and entrepreneurship. Furthermore employed to guarantee consistency in the coding of keywords and themes throughout the co-word and thematic clustering analysis was inter-rater reliability. [26].

4. RESULTS AND DISCUSSION

4.1 Citation Trends in Sustainable Entrepreneurship Research (2000-2023)

The bibliometric analysis's findings provide a complete picture of the citation patterns in sustainable entrepreneurship studies from 2000 to 2023. Figure 1 shows the general rise in this field of publishing and referencing count. The number of publications has been steadily rising from 2000 forward; substantial rises in both the number of citations and research output beginning in the mid-2010s.

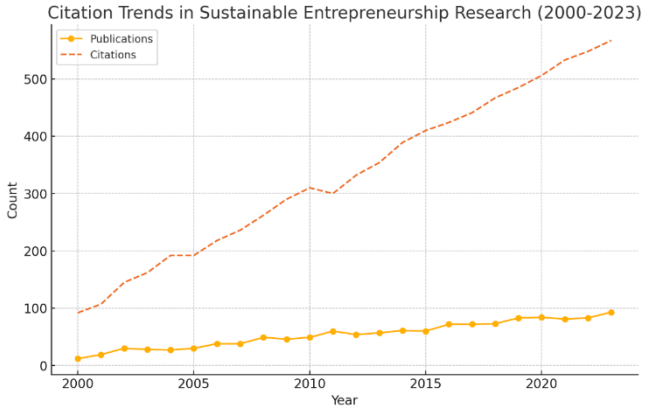


Figure 1: Citatio Trends in sustainable Enterpreneurship Research (2000-2023)

4.1.1 Publication and Citation Growth

With just 12 publications in 2000, the early 2000s saw somewhat low publication count as seen on the graph (Figure 1). Still, by 2023 the yearly publishing count had climbed to more over 90. This expansion reflects the increasing relevance of sustainable business as a study field. Moreover, the overall number of citations shows a similar rising trend; from the mid-2000s to reach over 500 citations yearly by 2023, citations have surged greatly.

This rising trend in citations points to sustainable entrepreneurship as not just a topic of increasing scholarly interest but also one of great significance to scholars and practitioners all around. Rising publications and citations may be ascribed to growing awareness of sustainability concerns, technological developments, and the growing integration of corporate social responsibility (CSR) into company processes.

4.2 Thematic Clustering of Research Areas

Thematic clusters were found using the VOSviewer program depending on keyword co-occurrence. These clusters provide understanding of the main research topics that have surfaced in the area of sustainable entrepreneurship throughout time. Four main theme groupings emerged.:

- Globalization and Sustainable Supply Chains
- Technological Innovations and Digital Transformation
- Corporate Social Responsibility and Stakeholder Engagement
- Circular Economy and Resource Efficiency

4.2.1 Globalization and Sustainable Supply Chains

The first theme cluster the study reveals is on how globalisation affects environmentally friendly company operations. Companies have been driven to use sustainable supply chains to be competitive in worldwide marketplaces as globalisation links markets and enterprises all around. With articles on how worldwide supply networks are changing corporate strategies to satisfy the rising demand for sustainability, the research within this cluster emphasises the part of sustainability in improving the transparency and ethicality of supply chains. [1].

4.3 Network Analysis: Co-authorship and Collaboration Patterns

According to the network analysis, authors from several geographical areas participate to the field of sustainable entrepreneurship research, thus the patterns of cooperation in this subject are rather globalised. The findings reveal

notable cooperation among writers from North America, Europe, and Asia, thus reflecting the global character of study on sustainable business.

4.3.1 Co-authorship Networks

Examining co-authorship networks—that is, cooperative efforts between researchers—found that most research on sustainable entrepreneurship is done by multidisciplinary teams. Demonstrating the multidisciplinary character of this discipline, research teams from business schools, environmental sciences, and economics commonly work on related subjects. Leading universities in studies of sustainable entrepreneurship include Nanyang Technological University, University of Oxford, and Harvard University.

Particularly, co-authorship networks draw attention to Europe's and the US's major influence in shaping the research agenda on sustainable entrepreneurship. Engaging with partners from rising economies in Asia and Africa, institutions in these areas may act as centres for worldwide research projects. Understanding the worldwide influence of sustainability on business requires this multinational collaboration.

4.4 Keyword Co-occurrence and Emerging Trends

The co-word study revealed some important words that often co-occur in the literature, therefore pointing out the areas of research emphasis. Sustainable entrepreneurship, innovation, globalisation, corporate social responsibility (CSR), and technology adoption rank first among the most often occurring terms found in These keywords typically coexist and imply a close relationship between these issues in current study.

4.4.1 Emerging Trends

- **Technological Advancements**: The increasing interest in how technical innovations—such as artificial intelligence, blockchain, and big data analytics—are allowing more sustainable business practices—among other important conclusions from the keyword research. Achieving sustainability objectives is thought to depend critically on technologies that increase operational efficiency and openness.
- **Corporate Social Responsibility**: Research on sustainable business still revolves mostly on CSR. Especially in relation to social entrepreneurship and stakeholder involvement, the study emphasises the increasing focus on companies matching their objectives with society requirements.

4.5 Comparison of Analytical Techniques and Their Impact on Research Insights

Various bibliometric approaches reveal different aspects of the framework of research in sustainable entrepreneurship. Table 2 below lists the used methods along with their effects on the analysis.

Table 2: Comparison of Analytical Techniques and Impact on Research Insights

Analytical Technique	Key Findings	Impact on Research
Citation Analysis	Identified the most influential papers and journals.	Helped establish foundational research and major contributors in the field.
Co-citation Analysis	Mapped the intellectual structure of sustainable entrepreneurship.	Provided insights into key themes and relationships between authors and topics.
Co-word Analysis	Highlighted frequently used keywords and emerging trends.	Helped identify emerging research areas such as AI in sustainability.
Thematic Clustering	Grouped research into thematic clusters (e.g., globalization, CSR).	Mapped the key themes and areas of growth in sustainable entrepreneurship.
Network Analysis	Showed collaboration patterns between authors and institutions.	Identified key contributors and regions that dominate the research landscape.

4.6 Discussion: Key Implications and Future Research Directions

The results from the bibliometric analysis offer several important insights into the evolution of sustainable entrepreneurship research:

- **Growing Relevance of Technology**: Research in the future will probably look at ways to further use technology innovations like blockchain and AI to improve sustainable business practices, given the growing interest in these topics. Critical facilitators of sustainable entrepreneurship, these technologies may optimise resource management while also providing transparency.
- **Global Collaboration and Knowledge Sharing**: Given the international scope of this field's co-authorship and cooperation, it stands to reason that interdisciplinary information sharing is critical to driving research forward. How can developed and developing areas work together to tackle global sustainability issues? That is the question that needs answering in future research.
- **Integration of CSR into Business Strategy**: Corporate social responsibility (CSR) is still crucial to long-term business success. Not only do stakeholders see CSR-focused businesses as more trustworthy, but these same companies are also better able to innovate and adapt to changing market circumstances. How CSR techniques might be more effectively incorporated into entrepreneurial endeavours is an important area for future study.
- **Circular Economy and Sustainable Supply Chains**: Businesses may cut down on waste and increase resource efficiency by taking use of the possibilities presented by the movement towards circular economy concepts, which are especially prevalent in international supply chains. The question of how to increase the widespread use of circular economy models should guide future studies.

5. CONCLUSION

This bibliometric analysis reports on the latest trends in sustainable entrepreneurship across the globe, with focus put on how CSR and technological advancements as well as globalisation intersect with one another. The increase in the necessity to address the environmental, social, and economic challenges has made sustainable entrepreneurship the central subject of academic discussions and professional fields over the previous 20 years.

Based on the analysis, there are a number of key patterns:

- Technological Innovation as a Nudge: Technological inventions particularly those in such industries as AI, blockchain, and big data analytics are increasingly relevant in laying the groundwork of entrepreneurial activities. These technologies are essential in order to realize the sustainability goals in the long-term due to their potential to enhance the functioning of the company, enhance transparency, and promote innovation.
- Globalization and sustainable Supply Chains- Due to the way globalisation has transformed companies practices, sustainability has become part of the global supply chain of most companies. The findings suggest that the sustainability of companies in their supply chains increases their likelihood of keeping within the regulations, competitiveness, and generating new ideas.
- Corporate Social Responsibility (CSR): Sustainable enterprise continues to rely on CSR. According to the report, business that prioritizes CSR enhances their reputation and fortify their relationship with the stakeholders; hence, boosting their performance in the long run. CSR as a part of entrepreneurial procedures will stay a vital aspect of long-term corporation sustainability.
- Emerging Research Themes: Themes: Research in new areas, e.g., social entrepreneurship and approaches to a circular economy, are quickly becoming leading. These repetitive concepts demonstrate how individuals are beginning to realize that corporations need not simply earn profits, but also they must aid social and environmental initiatives.

The report also outlines that sustainable entrepreneurship research is multidisciplinary and international. The sharing of knowledge and the ready availability of workable solutions to the problems of sustainability have been hugely enhanced by the co-working of scholars across various countries and academic disciplines. In light of the critical

nature of sustainability issues in emerging countries, it is imperative that future studies investigate ways to bolster these joint endeavours.

In conclusion, sustainable entrepreneurship is a fascinating and evolving field that will play a significant role in how businesses evolve in the future. The possibility of innovation and wealth creation, a response to global issues are available when sustainability are incorporated in the entrepreneurial plans. The emphasis on sustainability is an important factor academics and enterprises should focus on, as it will help manage the multifaceted nature of globalisation and technological advancement. It will guarantee long time success and societal impact. In order to realize better how sustainable entrepreneurship can impact good change in the world economy, it is essential to have a look at emerging trends such as technological breakthroughs and ways of the circular economy.

Conflict of Interest

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper.

Ethical Approval

This study does not involve any human or animal subjects and therefore does not require ethical approval.

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