

MAPPING CULTURAL EMBEDDEDNESS AND ENTREPRENEURSHIP IN COLLECTIVIST SOCIETIES AND RURAL CONTEXTS: A BIBLIOMETRIC REVIEW

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Abstract

Entrepreneurship studies have increasingly shifted from purely economic and individualistic perspectives toward socio-cultural approaches. However, the existing literature remains fragmented regarding the specific relational mechanisms through which cultural embeddedness influences entrepreneurial innovation and resilience within collectivist societies. This study aims to map the intellectual structure, thematic development, and conceptual relationships among cultural embeddedness, entrepreneurship, and rural entrepreneurship using a bibliometric analysis approach. A total of 34 journal articles published between 2017 and 2026 were retrieved from the Dimensions database and analyzed using VOSviewer. The bibliometric mapping reveals four distinct thematic clusters: (1) entrepreneurial actors and social interaction, (2) cultural adaptation and community impact, (3) macro-economic and theoretical dimensions, and (4) contextual business opportunities. Overlay visualization demonstrates a significant shift in entrepreneurship scholarship from macro-institutional and country-level frameworks toward micro-relational dynamics, including community trust, social norms, and collective coping mechanisms. Furthermore, this study identifies disaster resilience as an emerging yet underexplored research frontier within the cultural embeddedness literature. The findings contribute to entrepreneurship scholarship by positioning cultural embeddedness not merely as a contextual variable but as a dynamic socio-cultural mechanism shaping entrepreneurial continuity, adaptation, and resilience. The insights generated provide valuable guidance for advancing rural entrepreneurship and strengthening socially embedded entrepreneurial ecosystems in emerging economies, thereby supporting Sustainable Development Goal (SDG) 8 (Decent Work and Economic Growth) and SDG 11 (Sustainable Cities and Communities).

Keywords: cultural embeddedness, collectivist culture, entrepreneurial resilience, entrepreneurial innovation, rural entrepreneurship

INTRODUCTION

Entrepreneurship has long been recognized as an important driver of economic growth, innovation, employment creation, and community development. However, mainstream entrepreneurship scholarship has historically been dominated by economic and individualistic perspectives that portray entrepreneurs primarily as independent actors driven by opportunity recognition, innovation capability, competitive advantage, and profit maximization (Games et al., 2024). While these approaches have contributed significantly to entrepreneurship theory, they frequently overlook the reality that entrepreneurial activities are deeply shaped by social relationships, cultural environments, historical traditions, and community structures surrounding entrepreneurs. In practice, entrepreneurship rarely operates in a social vacuum. Entrepreneurs

continuously negotiate opportunities, legitimacy, resources, and survival within socially embedded systems influenced by trust, norms, collective expectations, and cultural interaction.

Recent entrepreneurship scholarship increasingly recognizes that entrepreneurship is socially embedded and context-dependent (e.g. Gharbi et al., 2026; Soetanto et al., 2026). Entrepreneurs do not operate in isolation; rather, they continuously interact with social networks, cultural norms, local institutions, and relational environments that influence how opportunities are identified, resources are mobilized, innovation is developed, and businesses are sustained (Welter, 2011; Nowiński & Haddoud, 2019). This perspective becomes particularly important within collectivist societies where social harmony, kinship relations, communal legitimacy, reciprocal exchange, and collective support strongly influence entrepreneurial behavior (Chhabra et al., 2020). Within such environments, entrepreneurship is often sustained not merely through market capability or financial resources, but also through social trust, communal cooperation, and culturally embedded adaptation mechanisms.

The concept of embeddedness explains that economic behavior is socially situated within networks, norms, institutions, and community interaction rather than operating independently from social structures (Zukin & DiMaggio, 1990). Cultural embeddedness specifically refers to the extent to which individuals share values, norms, beliefs, and taken-for-granted assumptions with surrounding communities, shaping how economic and social behavior is performed (Goldberg et al., 2016). Within entrepreneurship contexts, cultural embeddedness influences how entrepreneurs interpret opportunities, establish legitimacy, mobilize resources, navigate uncertainty, and sustain business activities within socially structured environments.

This perspective becomes particularly relevant within collectivist and rural entrepreneurial ecosystems where local wisdom, cultural traditions, kinship structures, religious values, and communal relationships remain central to economic life. In many rural communities, entrepreneurship is deeply intertwined with inherited cultural knowledge and socially embedded adaptation practices. Rural entrepreneurs often rely on reciprocity, communal solidarity, family networks, and informal cooperation systems to sustain entrepreneurial activities and survive environmental uncertainty. Consequently, local wisdom and cultural traditions function not merely as cultural identities but also as adaptive entrepreneurial resources supporting resilience, sustainability, and entrepreneurial continuity.

Games et al. (2023; 2025), for example, explain that entrepreneurship in collectivist and emerging-economy contexts is frequently characterized by cooperation, collective learning, and adaptive social interaction rather than purely individualistic competition. Entrepreneurs embedded within strong social systems often possess greater adaptive capacity during periods of uncertainty because community relationships facilitate collaborative problem-solving, collective coping mechanisms, and entrepreneurial continuity. Consequently, entrepreneurial innovation within collectivist societies may emerge through collaborative adaptation and collective learning rather than purely independent creativity or technological superiority (Baker & Nelson, 2005). Similarly, entrepreneurial success may extend beyond financial achievement to include social legitimacy, sustainability, family continuity, and contributions to community well-being (Steier, 2007). Entrepreneurship within collectivist societies is therefore not merely an economic process, but also a socially negotiated and culturally embedded activity shaped by collective interaction and socio-cultural legitimacy.

At the same time, entrepreneurship within collectivist societies also reveals important paradoxes. While strong socio-cultural embeddedness may strengthen solidarity, resilience, and adaptive capability, it may simultaneously constrain highly disruptive innovation and radical entrepreneurial experimentation because entrepreneurs are often expected to preserve social harmony and communal legitimacy. This suggests that collectivist culture may function both as a strategic adaptive asset and as a social boundary limiting entrepreneurial transformation. Understanding this dynamic tension, therefore, becomes increasingly important for

entrepreneurship scholarship, particularly in emerging economies and rural environments where entrepreneurship remains deeply intertwined with local culture and community structures.

Despite increasing discussion regarding entrepreneurship and embeddedness, existing studies remain fragmented. Most entrepreneurship studies continue to focus on entrepreneurial orientation, innovation capability, entrepreneurial intention, or institutional support. At the same time, relatively limited attention has been paid to how cultural embeddedness shapes entrepreneurial resilience, adaptive innovation, and entrepreneurial sustainability within collectivist societies (Bate et al., 2024). Furthermore, traditional scholarship frequently relies on macro-institutional indicators or rigid national cultural frameworks, which inadvertently obscure the granular, day-to-day relational mechanisms through which culture influences entrepreneurial adaptation and resilience at the community level.

This gap becomes increasingly relevant in post-pandemic and crisis-prone environments. Recent disruptions have demonstrated that entrepreneurs embedded in strong socio-cultural systems may possess greater adaptive capacity, supported by collective trust, relational solidarity, community-based coping mechanisms, and informal support systems. Post-pandemic studies increasingly emphasize that collectivist values and social culture significantly influence adaptive behavior, resilience, and collective recovery processes within communities (Subekti et al., 2025/2026). For example, entrepreneurs in rural coastal communities frequently combine traditional cultural practices, communal cooperation, and digital adaptation strategies to sustain business continuity during periods of environmental and economic disruption. Similar patterns can also be observed in various international contexts such as Japan, South Korea, and Scandinavian countries, where social trust, local institutions, and collective learning systems support entrepreneurial resilience and sustainable regional transformation.

Importantly, these developments also indicate that entrepreneurship cannot be understood solely through economic and business management perspectives. Entrepreneurship increasingly emerges as a multidisciplinary and transdisciplinary phenomenon intersecting with sociology, anthropology, psychology, geography, environmental studies, public policy, disaster management, sustainability science, and cultural studies. Rural entrepreneurship represents a complex adaptive system in which economic behavior, migration patterns, environmental vulnerability, local governance, social trust, cultural identity, and technological adaptation continuously interact. Consequently, entrepreneurship scholarship increasingly requires integrative approaches that simultaneously connect economic, social, cultural, environmental, and technological dimensions.

Despite the increasing relevance of culturally embedded entrepreneurship, there remains an absence of systematic evaluation that tracks the structural evolution, thematic trajectories, and conceptual relationships within this growing scholarly domain. Existing studies are often fragmented across disciplines and contexts, limiting comprehensive understanding regarding how concepts such as collectivist culture, resilience, adaptation, community interaction, and entrepreneurial innovation are interconnected within entrepreneurship scholarship.

To bridge these critical knowledge gaps, a holistic bibliometric approach is required. Bibliometric analysis provides a powerful mechanism for systematically mapping intellectual structures, thematic evolution, conceptual networks, and cross-disciplinary trajectories within a research domain. Therefore, this study aims to map the intellectual structure and thematic evolution of research on cultural embeddedness and entrepreneurship using bibliometric analysis. Specifically, this study examines how the entrepreneurship literature increasingly integrates concepts such as community interaction, collectivist culture, adaptation, resilience, local wisdom, and entrepreneurial sustainability into discussions of entrepreneurial innovation and success. Beyond its theoretical contribution, this study is also relevant to Sustainable Development Goal (SDG) 8 (Decent Work and Economic Growth) and SDG 11 (Sustainable Cities and Communities), as culturally embedded entrepreneurship has the potential to foster inclusive economic opportunities, strengthen community resilience, and support sustainable local development within collectivist and rural environments. More importantly, this study addresses the following research question: How

has entrepreneurship scholarship evolved in conceptualizing cultural embeddedness as a socio-cultural mechanism shaping entrepreneurial resilience, innovation, and sustainability within collectivist and rural environments?

By doing so, this study contributes to entrepreneurship literature in several important ways. First, it positions cultural embeddedness not merely as a contextual background variable, but as a dynamic socio-cultural mechanism shaping entrepreneurial adaptation and continuity. Second, it bridges fragmented discussions across entrepreneurship, rural development, resilience studies, and socio-cultural scholarship. Third, it highlights the growing importance of multidisciplinary and transdisciplinary approaches in understanding entrepreneurship within collectivist and rural societies. Finally, this study provides an important roadmap for future entrepreneurship research and policy development by emphasizing that sustainable entrepreneurial ecosystems are deeply rooted in social trust, cultural legitimacy, collective adaptation, and community resilience.

LITERATURE REVIEW

Cultural Embeddedness and Entrepreneurship

While entrepreneurship has long been recognized as an important driver of economic growth, innovation, and community development, there is less research clearly stated the linkage of entrepreneurship and cultural embeddedness. Mainstream entrepreneurship literature has historically been dominated by economic and individualistic perspectives that portray entrepreneurs as independent actors driven primarily by opportunity recognition, innovation capability, and profit-oriented behaviour. While these perspectives have contributed significantly to entrepreneurship theory, they often overlook the reality that entrepreneurial activities are deeply shaped by social relationships, cultural values, and community structures surrounding entrepreneurs.

Entrepreneurship studies increasingly recognize that economic and individual factors do not solely influence entrepreneurial activities but are also shaped by the socio-cultural environments in which entrepreneurs operate. Embeddedness theory explains that economic activities are socially situated within networks, cultural norms, social relationships, and community structures (Zukin & DiMaggio, 1990). Entrepreneurship, therefore, cannot be understood solely through economic logic because entrepreneurial behavior is continuously shaped by socio-cultural environments that influence decision-making, opportunity recognition, and adaptive capability. In collectivist societies, entrepreneurial activities are strongly associated with social trust, kinship relations, communal legitimacy, and shared cultural values. Entrepreneurs embedded within supportive socio-cultural environments may gain easier access to information, emotional support, collaborative learning, and community resources that contribute to entrepreneurial continuity and adaptation (Games et al., 2023; Hamdan et al., 2025).

Games et al. (2023; 2025) pointed out that entrepreneurship within collectivist and emerging-economy contexts is frequently characterized by cooperation, collective learning, and adaptive social interaction rather than purely individualistic competition. Their studies demonstrate that entrepreneurs embedded within strong social systems often possess greater adaptive capability during periods of uncertainty because community relationships facilitate collaborative problem-solving and entrepreneurial continuity. Recent studies also suggest that cultural environments significantly shape entrepreneurial mindset, entrepreneurial behavior, and adaptive entrepreneurial capability (Fayez et al., 2024; Mukhtar et al., 2021). Entrepreneurs operating within socially cohesive environments are more likely to develop opportunity recognition, entrepreneurial confidence, and collaborative adaptation processes that strengthen entrepreneurial sustainability.

At the same time, collectivist environments may also constrain entrepreneurial behavior. Strong communal expectations and social conformity may discourage highly disruptive innovation, radical experimentation, and individual risk-taking because entrepreneurs are often expected to

preserve social harmony and communal legitimacy. This indicates that collectivist cultures may simultaneously support entrepreneurial sustainability while limiting highly individualistic entrepreneurial behavior.

Entrepreneurship in Collectivist Cultures

Entrepreneurship in collectivist societies differs significantly from entrepreneurship in highly individualistic cultures. Collectivist cultures emphasize group harmony, interpersonal relationships, social solidarity, and cooperation rather than individual competition. As a result, entrepreneurial activities are frequently shaped by family support, community interaction, social legitimacy, and relational trust within social environments.

Chhabra et al. (2020), for example, found that social support systems, cultural expectations, and community relationships strongly affect entrepreneurial intention among women entrepreneurs in India. Similarly, Nowiński and Haddoud (2019) explain that inspiring role models and supportive social environments play important roles in strengthening entrepreneurial intention and entrepreneurial motivation. Entrepreneurs operating within socially supportive environments are more likely to develop entrepreneurial confidence, opportunity recognition, and adaptive entrepreneurial behavior. In many developing countries, where formal institutional structures may be underdeveloped, entrepreneurship is deeply embedded within local cultural systems where social interaction and communal relationships become primary mechanisms for mitigating market uncertainties and sustaining business activities. Consequently, systematic literature studies reveal that collectivist cultural values significantly influence entrepreneurial orientation, entrepreneurial adaptation, and collaborative entrepreneurial behavior within emerging economies (Roeslie & Arianto, 2022; Bate et al., 2025).

Entrepreneurial Innovation, Resilience, and Adaptive Success

Entrepreneurial innovation refers to the ability of entrepreneurs to create or adapt products, services, processes, and business models in response to uncertainty and changing environments. However, innovation does not emerge in a social vacuum. Entrepreneurship scholars increasingly argue that innovation is deeply influenced by social and cultural contexts that shape how entrepreneurs learn, collaborate, and respond to opportunities (Welter, 2011; Baker & Nelson, 2005). Within collectivist societies, innovation often emerges through community interaction, collective learning, and relational trust. Entrepreneurs embedded within cohesive social systems may gain access to collaborative problem-solving processes and informal knowledge exchange that strengthen adaptive innovation capability. Consequently, entrepreneurial innovation becomes not merely a technological or independent process, but also a socially embedded adaptive process rooted in collective interaction (Dana, 1995; Bruton et al., 2022).

Cultural embeddedness may also strengthen entrepreneurial resilience. Entrepreneurial resilience refers to the ability of entrepreneurs to survive, adapt, and recover from crises and environmental disruption. Although resilience is frequently viewed as an individual psychological capability, recent studies increasingly emphasize that resilience is also socially constructed through collective support systems, social trust, and community-based adaptation mechanisms (Bullough & Renko, 2013; Williams & Shepherd, 2016). Within collectivist environments, entrepreneurs frequently survive uncertainty because they rely on communal solidarity, relational cooperation, and culturally shared coping systems. Such support systems strengthen emotional endurance, adaptive behavior, and entrepreneurial continuity during periods of disruption.

Importantly, entrepreneurial success within collectivist societies also extends beyond conventional financial performance. Entrepreneurs frequently define success through sustainability, social legitimacy, family wellbeing, and contribution to community welfare (Steier, 2007). Entrepreneurship is therefore not merely about individual economic achievement, but about sustaining social relationships, preserving cultural legitimacy, and collectively adapting to uncertainty. These three pillars—innovation, resilience, and multi-dimensional success—are

dynamically interconnected through cultural embeddedness, forming an integrated socio-cultural framework that requires a systematic bibliometric mapping to uncover its structural boundaries and future trajectories.

RESEARCH METHODS

This study employed a systematic bibliometric analysis to examine the intellectual structure, thematic evolution, and conceptual relationships in research on cultural embeddedness and entrepreneurship within collectivist and rural contexts. Bibliometric analysis was selected because it allows researchers to systematically map international scientific publications, identify dominant research themes, and analyze relationships among concepts within a specific domain.

Data Collection and Search Strategy

The meta-analysis data used in this study were obtained from the Dimensions database. Dimensions was strategically selected for its comprehensive indexing coverage and multidisciplinary scope, which offer a more inclusive representation of emerging-economy publications and regional peer-reviewed journals than other traditional citation databases. This broader coverage ensures that localized studies of rural entrepreneurship and collectivist social dynamics are fully captured through 2026. To retrieve the dataset, a comprehensive search strategy was developed using boolean operators to combine the core conceptual pillars of the study. The exact search query deployed within the database was formulated as follows: "cultural embeddedness" AND "entrepreneurial activities" AND (entrepreneur* OR SME OR entrepreneurship)

To broaden the research scope and capture related discussions within collectivist entrepreneurial contexts, additional keywords such as "community," "innovation," "adaptation," and "collectivist culture" were carefully integrated during the search refinement and screening process. The publication search timeline was strictly bounded to 2017-2026 to capture the modern evolutionary cycle of the literature and maintain absolute consistency with the generated publication trends. The inclusion criteria were restricted to English-language journal articles indexed within international academic databases to ensure analytical standardization.

Data Cleaning Procedures

Following data collection, the publication metadata were exported from Dimensions in CSV format. Several data-cleaning procedures were performed before generating the visualization network to improve the clarity and analytical accuracy of the conceptual mapping. Generic, non-conceptual, and methodological keywords that do not carry theoretical weight were systematically removed from the dataset, including:

- "article"
- "study"
- "factor"
- "analysis"
- "process"

Bibliometric Mapping and Analysis

The cleaned dataset was subsequently analyzed using VOSviewer version 1.6.20. The bibliometric analysis focused primarily on author keywords and indexed keywords to identify dominant themes and generate network visualization maps representing the relationships among entrepreneurship, cultural embeddedness, social interaction, community structure, entrepreneurial innovation, and adaptive entrepreneurial behavior. The analysis consisted of three progressive stages:

1. Publication Trend Analysis: Conducted to identify and map the development of research output on cultural embeddedness and entrepreneurship over time.

2. Keyword Co-occurrence Analysis: Performed to examine and map the conceptual relationships and thematic clusters among dominant research themes.
3. Network Visualization and Cluster Analysis: Employed via network, overlay, and bibliographic coupling visualizations to identify thematic groupings, temporal developments, and emerging country-level research patterns within the literature.

The structural results of these bibliometric steps were interpreted descriptively to explain how cultural embeddedness is conceptually associated with entrepreneurial innovation, entrepreneurial activities, community interaction, and adaptive entrepreneurial success within collectivist societies, and to identify potential future research directions within community-based entrepreneurial ecosystems.

RESULTS AND DISCUSSION

Publication Trend Analysis

The publication trend analysis provides an overview of the development of scholarly interest in cultural embeddedness and entrepreneurship research between 2017 and 2026. Following screening and filtering, 34 journal articles indexed in the Dimensions database were identified and included in the bibliometric analysis. These publications accumulated approximately 1,000 citations, with an average citation impact of 34.45 citations per document, indicating that the topic has attracted considerable academic attention despite its relatively limited publication volume.

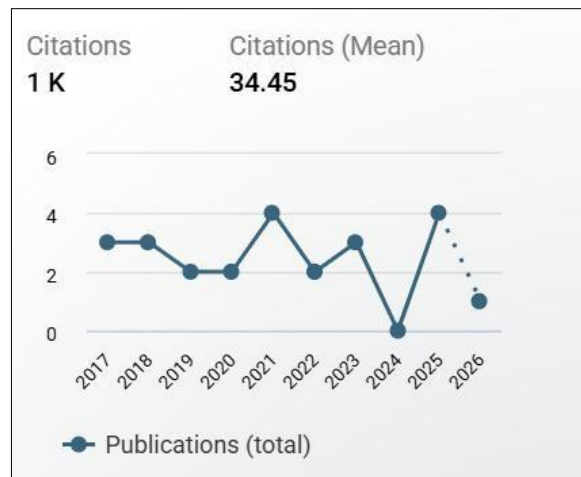


Figure 1. Publication Trend of Cultural Embeddedness and Entrepreneurship Research (2017–2026) Showing Total Citations (1,000) and Mean Citation Impact (34.45)

Source: VOSviewer Analysis of Dimensions Metadata (2026)

As presented in Figure 1, the annual publication output remained relatively stable throughout the observation period. Between 2017 and 2023, the number of publications fluctuated between 2 and 4 per year, indicating a steady but modest level of scholarly engagement. A notable decline occurred in 2024, when only one publication was recorded. However, research activity increased substantially in 2025, resulting in the highest publication count in the dataset. This upward trend suggests growing academic interest in understanding entrepreneurship through socio-cultural perspectives, particularly those emphasizing community interaction, cultural values, social trust, and collective entrepreneurial behavior.

The increasing attention observed in recent years reflects a broader shift within entrepreneurship scholarship from predominantly economic and individualistic explanations toward relational and community-based approaches. Researchers are increasingly recognizing that entrepreneurial activities are embedded in social and cultural environments, where networks, collective norms, and local institutions influence the recognition of entrepreneurial opportunities,

innovation, and business sustainability. Although the publication count for 2026 appears lower, this should be interpreted cautiously because the year was still ongoing at the time of data collection. Overall, the publication trend indicates that cultural embeddedness has emerged as an increasingly relevant perspective for understanding entrepreneurship within collectivist and community-oriented contexts.

Network Visualization Analysis

The keyword co-occurrence network generated via VOSviewer establishes the conceptual architecture and structural boundaries of the field. Node distance and line density signify the strength of relational proximity between core concepts. As shown in Figure 2, the terms entrepreneurship and entrepreneurial activity constitute the primary central nodes of the bibliometric grid, displaying the highest cross-cluster connectivity. These central pillars are densely linked with structural terms including *entrepreneur*, *study*, *business*, *community*, *culture*, *opportunity*, and *interaction*.

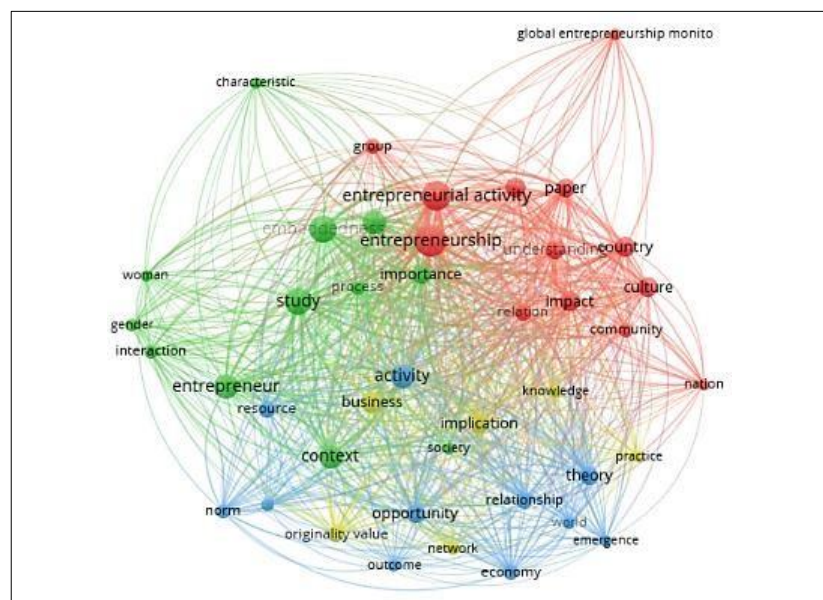


Figure 2. Network Visualization of Cultural Embeddedness and Entrepreneurship Research

Source: VOSviewer Analysis of Dimensions Metadata (2026)

The mathematical mapping partitions the current body of literature into four major thematic clusters:

- a. The Green Cluster (Entrepreneurial Actors and Social Interaction): Dominated by keywords such as entrepreneur, interaction, gender, and embeddedness, this cluster encapsulates the micro-relational dimension of the field. The close proximity of these terms demonstrates that individual traits, operational roles, and gender dynamics are continuously embedded within and reshaped by ongoing social interactions and localized relational trust.
- b. The Red Cluster (Cultural Adaptation and Community Impact): Comprising terms like entrepreneurship, entrepreneurial activity, culture, community, and impact, this thematic group maps the macro-social and collective dimensions. It reflects a robust body of literature focused on how community-level cultural systems and normative expectations determine the socio-cultural footprint and legitimacy of ventures.
- c. The Blue Cluster (Macro-Economic and Theoretical Dimensions): Defined by keywords such as theory, economy, relationship, and emergence, this cluster houses the foundational conceptual frameworks connecting macro-market changes with relational configurations.

The Yellow Cluster (Contextual Business Opportunities): Anchored by terms like business, implications, opportunities, and context, this group represents the strategic and operational dimensions, reinforcing the perspective that opportunity recognition is a context-dependent action.

Overlay Visualization Analysis

The overlay visualization map provides a temporal diagnostic of the domain, coloring nodes according to their average publication year to capture the exact evolution of scholarly focus across the designated timeline. The data, depicted in Figure 3, captures a distinct transition from institutional macro-frameworks to relational micro-frameworks.

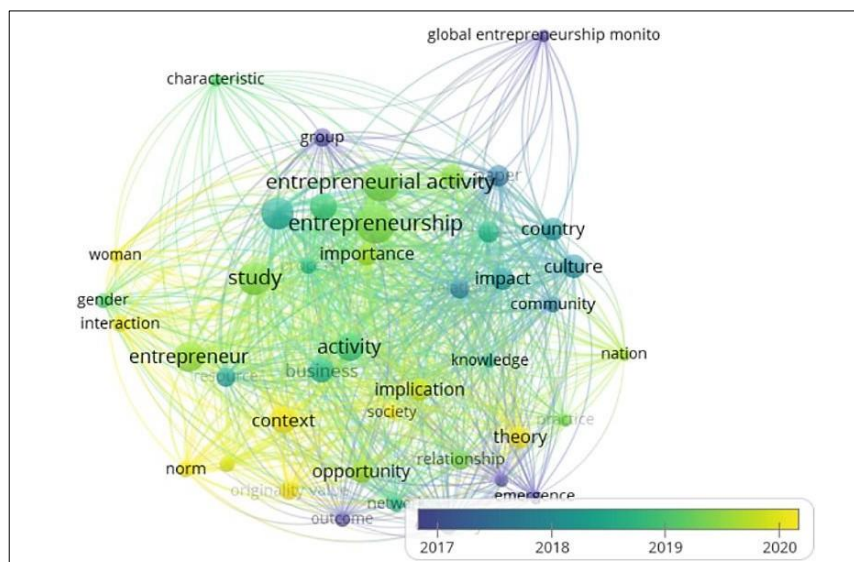


Figure 3. Overlay Visualization of Emerging Research Themes

Source: VOSviewer Analysis of Dimensions Metadata (2026)

Early-stage publications, mapped via the darker blue nodes (predominantly 2017–2020), lean heavily toward generalized theoretical foundations and macroeconomic variables, featuring dominant nodes like *theory*, *country*, *economy*, and *the Global Entrepreneurship Monitor*. Conversely, the bright green and yellow nodes (moving toward 2026) display an organic shift toward micro-level, interactional concepts such as *entrepreneur*, *interaction*, *norm*, *community*, *opportunity*, and *entrepreneurial activity*.

Furthermore, while the precise term "disaster resilience" has not yet materialized as an isolated, standalone dominant node, the tight operational proximity among keywords like *community*, *interaction*, *adaptation*, *emergence*, and *entrepreneurial activity* reveals an implicit, growing focus on resilience-oriented frameworks.

Bibliographic Coupling by Country

The bibliographic coupling analysis visually maps the institutional proximity, cross-border citation sharing, and collaborative networks across different geographic regions contributing to this literature.

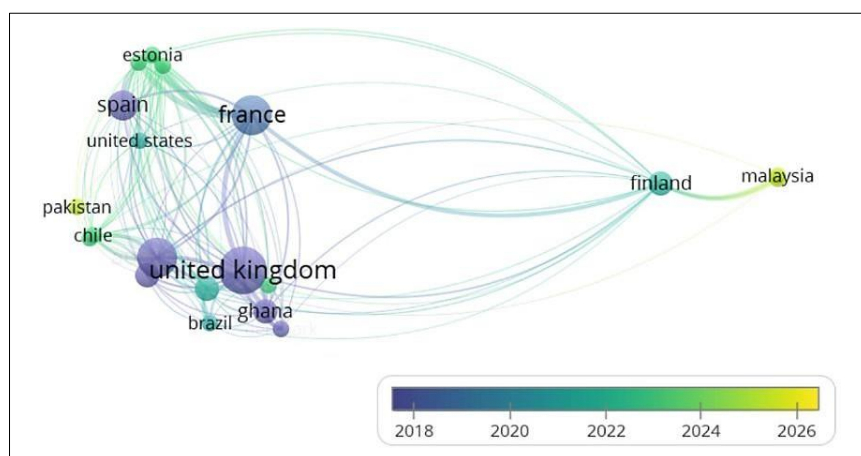


Figure 4. Bibliographic Coupling by Country

Source: VOSviewer Analysis of Dimensions Metadata (2026)

As illustrated in Figure 4, Western European nations—specifically the United Kingdom, France, Spain, and Finland—emerge as the largest and most intensely coupled nodes, with the United Kingdom occupying the most central position in the network. Simultaneously, the overlay color mapping tracks a progressive globalization of the field, marked by the recent emergence of developing and emerging economies, including Malaysia, Pakistan, Ghana, Chile, and Brazil.

Discussion

The structural transformations and empirical clusters uncovered in this bibliometric mapping offer profound theoretical implications for contemporary entrepreneurship scholarship. The explicit shift from rigid macro-institutional metrics toward localized micro dynamics, as captured in the temporal overlay visualization, indicates that entrepreneurship is increasingly conceptualized not as an isolated economic transaction but as a socially situated, culturally negotiated, and context-dependent phenomenon (Welter, 2011; Nowiński & Haddoud, 2019). This transition reflects a broader intellectual movement within entrepreneurship studies that increasingly recognizes that entrepreneurial behavior cannot be detached from the social structures, cultural environments, and relational systems surrounding entrepreneurs.

The thematic breakdown of the Green and Red clusters explicitly operationalizes the core arguments of cultural embeddedness theory (Zukin & DiMaggio, 1990). Within collectivist socio-cultural environments, key entrepreneurial activities such as opportunity recognition, resource mobilization, business legitimacy, and innovation are heavily negotiated through relational trust, kinship obligations, communal solidarity, and reciprocal social interaction rather than purely independent, profit-driven competition (Chhabra et al., 2020; Games et al., 2023; 2025). Consequently, entrepreneurial innovation within these environments does not emerge solely from atomistic creativity or technological superiority, but rather through collective learning mechanisms embedded within shared social spaces and community interaction (Baker & Nelson, 2005; Bruton et al., 2022). This interpretation is further supported by Su et al. (2023), who found that both structural and relational embeddedness strengthen entrepreneurial behavior and organizational performance by facilitating knowledge exchange and network-based resource access.

This finding is particularly important in the context of rural entrepreneurship. Rural entrepreneurs frequently operate in environments characterized by limited infrastructure, constrained market access, environmental uncertainty, and institutional limitations. Under such conditions, survival and growth are often made possible not solely through sophisticated financial systems or advanced technologies, but through strong social relationships, local trust, reciprocal exchange, and culturally embedded adaptation mechanisms. In many rural societies,

entrepreneurship is inseparable from community life itself. Family networks, religious institutions, customary leadership, informal cooperation, and local wisdom become strategic entrepreneurial resources that support business continuity and collective resilience. Similar findings are reported by Candelario-Moreno and Sánchez-Hernández (2024), who argue that the success of rural businesses is strongly influenced by locally embedded business ecosystems, community participation, and place-based resources.

Crucially, this study demonstrates that collective innovation and entrepreneurial resilience are not fragmented components but dynamically interconnected outcomes driven by the same cultural engine. While orthodox business models often interpret resilience as an individual psychological capability or financial buffer (Bullough & Renko, 2013), the findings suggest that adaptive capacity is socially constructed through informal community-based support systems. During periods of environmental, economic, or market disruption, culturally embedded interactions provide entrepreneurs with emotional support, collective coping mechanisms, collaborative problem-solving processes, and informal safety nets that reduce vulnerability and support business continuity (Games et al., 2025). Consistent with this argument, Mickiewicz et al. (2025) demonstrate that local social capital significantly enhances entrepreneurial continuity through trust-based cooperation, resource sharing, and collective support during periods of uncertainty.

This relational mechanism is particularly evident in rural and emerging-economy contexts, where entrepreneurs frequently combine local cultural values with adaptive strategies to navigate crises and sustain business activities (Subekti et al., 2026). Similar patterns can be observed internationally, particularly in communities facing environmental and economic challenges. In such contexts, social trust, community solidarity, and collaborative institutions often function as important resources for entrepreneurial recovery and long-term sustainability. These findings suggest that culturally embedded entrepreneurship is not merely a local phenomenon but a globally relevant mechanism that supports adaptive development, entrepreneurial resilience, and sustainable community-based growth.

At the same time, the findings reveal an important paradox within collectivist entrepreneurship systems. While collectivist embeddedness may strengthen resilience, solidarity, and entrepreneurial continuity, it may also constrain highly disruptive innovation and radical entrepreneurial experimentation, as entrepreneurs are often expected to preserve social harmony, communal legitimacy, and cultural continuity. This suggests that collectivist culture may function both as a strategic adaptive asset and as a social boundary limiting entrepreneurial transformation. Consequently, future entrepreneurship scholarship should pay greater attention to the dynamic tension between communal cohesion and entrepreneurial experimentation within culturally embedded environments.

Importantly, the findings also indicate that entrepreneurship in collectivist and rural societies should not be interpreted solely through economic or business management lenses. Entrepreneurship increasingly emerges as a multidisciplinary and transdisciplinary phenomenon that intersects with sociology, anthropology, psychology, geography, environmental studies, public policy, cultural studies, disaster management, and sustainability science. Rural entrepreneurship, in particular, cannot be fully understood without considering how local identities, cultural narratives, environmental pressures, religious values, and community structures shape entrepreneurial adaptation and innovation. For instance, sociological perspectives help explain how social trust and communal legitimacy influence entrepreneurial continuity, while anthropological approaches reveal how local traditions and inherited cultural knowledge affect opportunity recognition and adaptive behavior.

Psychological approaches contribute to understanding entrepreneurial resilience, coping behavior, and collective motivation during crises, whereas environmental and geographical perspectives become increasingly relevant, as many rural entrepreneurial ecosystems operate in disaster-prone or environmentally vulnerable regions. Public policy perspectives are equally important because institutional support systems, decentralized governance, and local development

strategies significantly shape entrepreneurial sustainability. Evidence from Indonesia further suggests that socially embedded entrepreneurial initiatives can promote rural development, social inclusion, and community empowerment by mobilizing local resources and strengthening collective participation in economic activities (Imanuella et al., 2025). Consequently, entrepreneurship research increasingly requires transdisciplinary integration that simultaneously connects economic, social, cultural, technological, and environmental dimensions.

The pattern of globalization identified in the bibliographic coupling analysis further suggests that entrepreneurship scholarship is becoming increasingly diversified beyond Western institutional contexts. Although countries such as the United Kingdom, France, and Spain remain dominant contributors, emerging economies, including Malaysia, Pakistan, Ghana, Chile, Indonesia, and Brazil, are increasingly shaping the discourse surrounding culturally embedded entrepreneurship. This trend creates substantial opportunities for comparative cross-cultural studies examining how different religious, historical, institutional, and environmental contexts influence entrepreneurial resilience, adaptation, and innovation differently across societies.

These findings also open broader opportunities for integrating technological transformation into cultural embeddedness frameworks. Existing entrepreneurship literature frequently conceptualizes digitalization as a purely technological process, whereas in collectivist societies, technology adoption may itself be socially negotiated and culturally interpreted. Rural entrepreneurs increasingly use digital platforms, social commerce, and online communities not merely for commercial transactions but also to preserve cultural identity, strengthen communal legitimacy, and expand collective entrepreneurial networks. Future studies may therefore investigate how artificial intelligence, digital platforms, creative economies, and online entrepreneurial ecosystems interact with collectivist values and local wisdom in shaping entrepreneurial continuity and adaptive innovation.

These dynamics align closely with global sustainability frameworks, particularly Sustainable Development Goal (SDG) 8 (Decent Work and Economic Growth) and SDG 11 (Sustainable Cities and Communities). The findings demonstrate that culturally embedded entrepreneurship can simultaneously promote inclusive economic growth, entrepreneurial sustainability, community resilience, and locally driven development. In rural and collectivist contexts, local wisdom, social cohesion, and cultural heritage function as important adaptive assets that support business continuity while strengthening community well-being. Therefore, local culture should no longer be viewed as an institutional constraint or a barrier to modernization, but rather as a strategic resource for sustainable development, inclusive innovation, and long-term community resilience.

CONCLUSION

This study systematically maps the intellectual structure and thematic evolution of cultural embeddedness in entrepreneurship research from 2017 to 2026. Based on a bibliometric analysis of 34 journal articles retrieved from the Dimensions database, the findings reveal a definitive paradigm shift from macro-institutional and country-level economics toward micro-relational dynamics, where community trust, social norms, collective interaction, and culturally embedded adaptation mechanisms serve as primary drivers of entrepreneurial innovation and continuity. Structurally, the field is organized into four thematic clusters that collectively position cultural embeddedness not as a stagnant contextual variable, but as an active socio-cultural engine governing entrepreneurial adaptation, innovation, resilience, and sustainability within collectivist and rural environments.

The contribution of this review lies in its capacity to bridge the theoretical fragmentation between purely economic explanations and socially embedded perspectives of entrepreneurship. The findings suggest that entrepreneurial resilience and adaptive innovation are deeply interconnected with social trust, communal solidarity, local wisdom, and collective learning systems. Entrepreneurship within collectivist societies, therefore, cannot be fully understood

through individualistic or profit-centered perspectives alone. Instead, entrepreneurship should increasingly be conceptualized as a socially negotiated adaptation process shaped by relational interaction, community legitimacy, and socio-cultural continuity.

Importantly, the findings also highlight the growing relevance of multidisciplinary and transdisciplinary perspectives in entrepreneurship scholarship. Entrepreneurship is no longer solely the domain of economics and business management, but increasingly intersects with sociology, anthropology, psychology, geography, environmental studies, public policy, disaster studies, sustainability science, and cultural studies. Rural entrepreneurship represents a complex adaptive system in which economic behavior, environmental vulnerability, migration patterns, cultural identity, social trust, and local governance continuously interact. Consequently, future entrepreneurship scholarship requires more integrative approaches capable of simultaneously connecting these multiple dimensions.

Pragmatically, the findings offer important implications for policymakers and regional development practitioners. Rural development strategies should move beyond standardized economic modernization frameworks and instead recognize local culture, communal institutions, social trust, and inherited knowledge as strategic development assets. Governments, local institutions, universities, and entrepreneurial support organizations should therefore design decentralized entrepreneurial ecosystems that strengthen community participation, local innovation capability, adaptive learning, and culturally grounded entrepreneurial resilience. The experiences of countries such as South Korea, Japan, and several Scandinavian regions further demonstrate that preserving local identity while integrating technological adaptation and collaborative entrepreneurship can become an effective pathway for sustainable rural transformation.

Nevertheless, this study is subject to several methodological limitations. The dataset was exclusively drawn from the Dimensions database and restricted to English-language peer-reviewed journal articles. Future studies should therefore integrate comparative metadata from broader academic repositories such as Scopus and Web of Science to strengthen coverage and conceptual diversity. In addition, while bibliometric analysis provides a systematic overview of thematic structures and intellectual evolution, it cannot fully capture the day-to-day relational dynamics through which entrepreneurs operationalize cultural systems in real contexts.

Future research should therefore move beyond static cross-sectional approaches and employ longitudinal, ethnographic, mixed-methods, network-based, and complexity-oriented designs to capture the evolving nature of entrepreneurial embeddedness better. Deep qualitative studies in rural and disaster-prone environments are particularly important to understand how entrepreneurs negotiate uncertainty through community interaction, social trust, and cultural adaptation over time. Comparative studies across collectivist and individualistic societies also provide richer insights into how cultural systems shape entrepreneurial resilience and innovation differently. Future entrepreneurship scholarship may explore the paradoxical dimensions of collectivist entrepreneurship. While collectivist systems may strengthen solidarity and resilience, they may simultaneously constrain disruptive innovation, individual experimentation, and entrepreneurial transformation. Understanding this dynamic tension between social cohesion and entrepreneurial experimentation represents an important frontier for future research.

Finally, this study suggests that entrepreneurial success within collectivist and rural societies may extend far beyond conventional financial performance indicators. Many entrepreneurs embedded within strong socio-cultural systems define success in terms of sustainability, family continuity, social legitimacy, community contribution, environmental balance, and collective well-being. This indicates the need for more culturally grounded, context-sensitive entrepreneurship frameworks that reflect the lived realities of entrepreneurs operating within socially embedded ecosystems. Importantly, future entrepreneurship scholarship should also encourage researchers from collectivist societies and rural contexts to articulate and internationalize their own local entrepreneurial realities, cultural wisdom, and indigenous adaptation systems. The

entrepreneurship literature has long been dominated by Western, individualistic assumptions emphasizing independence, competition, profit maximization, and disruptive innovation. While these perspectives remain valuable, they may not fully capture the lived realities of entrepreneurs operating within collectivist, relational, and community-oriented environments.

Researchers from emerging economies, rural societies, and culturally embedded communities have an important role in advancing alternative perspectives of entrepreneurship rooted in local wisdom, communal solidarity, reciprocity, environmental stewardship, and collective well-being. Such efforts can enrich entrepreneurship scholarship by making it more context-sensitive, globally representative, and theoretically inclusive. Moreover, translating locally embedded entrepreneurial practices into internationally recognized conceptual frameworks enables broader scholarly and policy engagement, demonstrating that entrepreneurship may take multiple legitimate forms shaped by diverse cultural, historical, and social contexts rather than conforming to a single universal model.

Furthermore, the findings contribute to the achievement of Sustainable Development Goal (SDG) 8 (Decent Work and Economic Growth) and SDG 11 (Sustainable Cities and Communities) by highlighting the role of culturally embedded entrepreneurial ecosystems in generating sustainable economic opportunities, strengthening community resilience, and promoting inclusive local development within collectivist and rural societies.

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