

## Mapping of New Venture Creation Publication Themes: A 35-Year Overview

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### Abstract

Research on new venture creation continues to develop but is limited to one field or one country. From a bibliometric overview, this study aims to visually research mapping and research trends in the field of new venture creation. This study used bibliometric techniques with secondary data from Scopus. Analyze and visualize data using the VOSViewer program and the analyze search results function on Scopus. This study analyzed 581 scientific documents published from 1985 to 2020. According to the research, the Queensland University of Technology, Australia; and Roundy, P.T. had the most active affiliated institutions and individual scientists in new venture creation publication. Business, Management and Accounting; and Journal of Business Venturing were the most studied and disseminated outlets of new venture creation research. There were two category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from over thirty-five years of publication, this research proposes

a grouping of new venture creation research themes: Start-up, Innovation, Entrepreneurship, Venture creation, and Entrepreneur education, abbreviated as SIEVE research themes.

### **Keywords**

bibliometric, entrepreneurship, new venture creation, research themes, research mapping.

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