

## **Rural Entrepreneur Publication: Insights from Bibliometric Application between 1985 and 2020**

**Agung Purnomo**

Entrepreneurship Department  
BINUS Business School Undergraduate Program  
Bina Nusantara University  
Jakarta 11480, Indonesia  
[agung.purnomo@binus.ac.id](mailto:agung.purnomo@binus.ac.id)

**Nuzula Firdausi**

Institute for Research and Community Services  
Universitas Nahdatul Ulama Sidoarjo  
Sidoarjo 61218, Indonesia  
[nuzulafirdausi.pbi2019@unusida.ac.id](mailto:nuzulafirdausi.pbi2019@unusida.ac.id)

**Elsa Rosyidah**

Environmental Engineering Department  
Universitas Nahdlatul Ulama Sidoarjo  
Sidoarjo 61218, Indonesia  
[elsarosyidah@unusida.ac.id](mailto:elsarosyidah@unusida.ac.id)

**Siti Aminatus Sholichah**

Elementary Education Department  
Universitas Nahdlatul Ulama Sidoarjo  
Sidoarjo 61218, Indonesia  
[sitiaminatus81@gmail.com](mailto:sitiaminatus81@gmail.com)

**Ajie Muhammad Ichsan Susila**

Psychology Department  
Universitas Padjadjaran  
Sumedang 45363, Indonesia  
[susila.ajie@gmail.com](mailto:susila.ajie@gmail.com)

### **Abstract**

Research on rural entrepreneurs continues to develop but is limited to one field or one country. From a bibliometric application, this study aims to visually research mapping and research trends in the field of the rural entrepreneur. 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 210 scientific documents published from 1985 to 2020. According to the research, the United States and Gerard McElwee had the most active affiliated country and individual scientists of rural entrepreneur research. Social sciences and the International Journal of Entrepreneurial Behaviour and Research were the most studied and disseminated outlets of rural entrepreneur publications. There were four 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 rural entrepreneur publication themes: Business development, Rural area, Entrepreneur, Economy, and Social capital, as BRES publication themes.

### **Keywords**

Bibliometric, entrepreneur, publication themes, research mapping, rural entrepreneur.

### **Acknowledgments**

The writers are grateful to Airlangga University for providing access to the Scopus database on scholarly publications and Bina Nusantara University for supporting the article processing cost.

### **Biographies**

**Agung Purnomo** is a researcher and faculty member of Bina Nusantara University, Entrepreneurship Department, BINUS Business School Undergraduate Program, Indonesia.

**Nuzula Firdausi** is a researcher of Universitas Nahdlatul Ulama Sidoarjo, Institute for Research and Community Services, English Language Education Department, Indonesia.

**Elsa Rosyidah** is a researcher and faculty member of Universitas Nahdlatul Ulama Sidoarjo, Environmental Engineering Department, Indonesia.

**Siti Aminatus Sholichah** is a researcher of Universitas Nahdlatul Ulama Sidoarjo, Elementary Education Department, Indonesia.

**Ajie Muhammad Ichsan Susila** is a researcher of Universitas Padjadjaran, Psychology Department, Indonesia.