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DIGITAL ENTREPRENEURSHIP IN THE AGE OF ARTIFICIAL INTELLIGENCE: A BIBLIOMETRIC ANALYSIS (2011-2026).

Wan Masnieza Wan Mustapha[1]
Julaina Baistaman[2*]
Rabihah Nawawi[3]
Noorfadzilah Arifin[4]
Siti Aisyah Nawawi[5]

[1]Faculty of Business and Management Universiti Teknologi MARA (UiTM) Kelantan Branch, Malaysia, (Email: masnieza@uitm.edu.my)
[2]Faculty of Business and Management Universiti Teknologi MARA (UiTM) Kelantan Branch, Malaysia, (Email: julaina@uitm.edu.my)
[3]Faculty of Business and Management Universiti Teknologi MARA (UiTM) Kelantan Branch, Malaysia, (E-mail: rabihah92@uitm.edu.my)
[4]Faculty of Computer and Mathematical Sciences Universiti Teknologi MARA (UiTM) Kelantan Branch, (E-mail: nfadzilah@uitm.edu.my)
[5]Faculty of Earth Science Universiti Malaysia Kelantan (E-mail: aisyah.n@umk.edu.my)

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Abstract: *This study represents the growth of digital entrepreneurship in the era of artificial intelligence (AI). A bibliometric analysis was conducted on 804 documents retrieved from the Scopus database, covering the period from 2011 until 2026. Descriptive analysis was carried out using the Scopus "Analyse search results" function and keyword co-occurrence analysis was analysed using VOSviewer. The analysis shows a clear trend. Publications were almost non-existent before 2017. The numbers started to increase slowly from year 2018 onwards, but a sharp rise was observed after the year of 2023. This emerge appears to align with the introduction of generative AI tools like ChatGPT. In terms of document types, journal articles dominate the field, followed by book chapters and conference papers, with very few review papers published. The most active publication source is Lecture Notes in Networks and Systems. At the author level, Duong, C.D. served as the most productive author, while National Economics University in Vietnam leads as an institution. The finding also indicates that most of the top institutions that published the document related to this area of study are in developing countries, especially in Asia. Finally, the keyword mapping points to three major themes: (1) AI technologies and business strategy, (2) entrepreneurial intention and education, and (3) digital transformation in developing economies. These findings give researchers, educators and policymakers a clearer picture of current trends and point to directions for future research on digital entrepreneurship in the age of AI.*

Keywords: *Digital entrepreneurship, Artificial intelligence, Bibliometric analysis, VOSviewer*

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Introduction

Digital transformation and the rapid advancement of artificial intelligence (AI) are reshaping entrepreneurship by changing how business opportunities are identified, business models are developed, and entrepreneurial activities are managed. The integration of AI, digital platforms, social media, and other developing technologies has created new opportunities for entrepreneurs to improve innovation, strengthen competitiveness and respond to changing to market demands. Zamany et al. (2026) identified digital innovation, startup ecosystems, Industry 5.0, data analytics, and sustainability as major subjects in the evolving entrepreneurial landscape. According to Islam et al. (2025), through a systematic literature review of 69 articles, they developed a conceptual framework highlighting the potential of AI and innovative business model to support sustainable competitive advantage and uniqueness among small and medium-sized enterprises (SMEs). These developments prove that digital entrepreneurship extends beyond adopting of technological tools and it also involves integrating digital capabilities into entrepreneurial strategies, organisational processes, and business models. However, the benefits of digital transformation depend on entrepreneurs' ability to recognize technological opportunities and translate them into practical business value. This is demonstrated by Yadav et al. (2026), who found that entrepreneurial leadership and knowledge management processes were important to e-commerce adoption in the handicraft industry, while AI adoption alone did not significantly affect e-commerce adoption in their study. Consequently, understanding the relationship between technology adoption, entrepreneurial capabilities, and business development has become increasingly important in explaining how entrepreneurs respond to the opportunities and challenges of the digital economy.

In addition to transforming business operations, digital technologies and AI are influencing entrepreneurial intention, entrepreneurial learning behaviour and the competencies required to establish and sustain new ventures and business. Entrepreneurship requires a combination of digital literacy, technological knowledge, creativity, critical thinking, problem-solving and the ability to adapt to rapidly changing environments. Nguyen et al. (2025) used data from 1,061 Vietnamese university students and they found that AI powered generative tools adoption able to enhance digital entrepreneurial intention, primarily through perceived entrepreneurial desirability and feasibility. Same goes to finding by Duong (2026). He reported that AI literacy positively predicted students' digital entrepreneurial intention, both directly and indirectly through digital entrepreneurial self-efficacy, with AI self-efficacy strengthening this relationship. These findings focus on the importance of technological ability and individuals' assurance in applying technology to their entrepreneurial activities. In the educational perspective, Bashir et al. (2026) discussed how AI and educational technology can support personalized learning, opportunity recognition, critical thinking, digital literacy and innovation readiness. Park and Kim (2025), through a systematic literature review of 72 articles also has identified creativity, problem-solving, critical thinking, collaboration and digital literacy as important entrepreneurial factors in the era of digital transformation. However, the integration of these technologies also increases the concerns regarding unequal access, data privacy, implementation costs and differences in individual and organisational capabilities. Therefore, developing digital entrepreneurship requires more than technological availability which it also requires appropriate education, competency development, organisational readiness and the ability to apply digital tools effectively in different entrepreneurial frameworks.

Despite the growing interest in AI enabled entrepreneurship and digital transformation, further research is needed to explore how technological capabilities, entrepreneurial competencies, organisational conditions and business strategies cooperate to influence the entrepreneurial

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outcomes. Existing studies have examined several aspects of these relationships, but their findings indicate that technology does not necessarily generate positive outcomes independently of the capabilities and conditions surrounding its adoption. For example, Le et al. (2026), based on their three-wave survey of 218 high-tech entrepreneurial ventures in Vietnam, found that AI capabilities have significantly influenced entrepreneurial direction, which subsequently supported business model transformation and increase the new venture performance. Magni et al. (2026) analysed survey data from 421 employees across industries in Egypt showed that existing digitalization, technology adoption speed and employee competencies influenced AI-driven business model transformation. These findings proposed that the value of AI depends partly on the interaction between technological inputs and human capabilities. Furthermore, the studies by Nguyen et al. (2025) and Duong (2026) found that entrepreneurial intention is influenced by psychological and competency-related factors, proposing that the processes leading from technology adoption to entrepreneurial action require further investigation. Accordingly, future research should integrate technological adoption, digital and AI competencies, entrepreneurial orientation, business model innovation and entrepreneurial outcomes within a more comprehensive framework. Comparative studies across countries, industries, and types of enterprises would also help clarify whether these relationships vary according to contextual and organisational characteristics. Such research would contribute to a deeper understanding of how entrepreneurs and aspiring entrepreneurs can effectively leverage emerging technologies to develop innovative, competitive, and sustainable businesses.

Several bibliometric studies have already mapped parts of this domain, but their scope of studies differs from that of the present study. For digital entrepreneurship, Rodriguez-Marin et al. (2022) and Paliwal et al. (2023) used Scopus data up to 2022 and VOSviewer to trace the growth of the field, and Felicetti et al. (2024) combined Scopus-based bibliometrics with topic modelling for literature published up to December 2021. For AI and entrepreneurship, Boateng et al. (2024) analysed 127 Scopus documents published between 2007 and October 2023, while Redondo-Rodríguez et al. (2024) and Kalsoom et al. (2025) analysed 270 and 149 Web of Science articles respectively. Related reviews have examined AI-driven business models (Zilia, 2026), AI in entrepreneurship and online education (Alpürk et al., 2025) and AI as an enabler of the entrepreneurial process (Giuggioli & Pellegrini, 2023). Among the studies that report their search period, all end their data collection in 2024 or earlier, and five from these studies ended before the end of 2023, before the effect of generative AI on publication output could be observed. Most also analyse fewer than 300 documents, restrict their data to journal articles or treat digital entrepreneurship and AI as separate fields.

This present study addresses this gap by mapping 804 Scopus-indexed documents published from 2011 to 2026 that address digital entrepreneurship together with AI. It adds new knowledge in three ways. First, it extends the time frame to cover the sharp increase in publications that followed the release of generative AI tools in late 2022. Second, it retains all Scopus document types, including book chapters and conference papers, which carry a large share of the knowledge in this young field. Third, it brings the separate streams of digital entrepreneurship, AI entrepreneurship, AI business models and entrepreneurial education into a single keyword map and reports the full search and mapping protocol so that the analysis can be reproduced.

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Literature Review

Digital Transformation and the Evolution of Entrepreneurship

Digital transformation has become an important topic in modern entrepreneurship research because it changes how entrepreneurs identify opportunities, develop products (goods and services), interact with customers and organize business activities. Digital platforms, data analytics, artificial intelligence and other emerging technologies create opportunities for entrepreneurs to develop new business models and access wider markets and customers. Simultaneously, these technologies require entrepreneurs to adapt their business strategies, capabilities and operational practices to changing technological and market conditions. Zamany et al. (2026), in their analysis of startup ecosystems within the Industry 5.0 model, identified digital innovation, startup ecosystems, data analytics and sustainability as the major themes shaping the entrepreneurial environment. Their findings also highlighted the growing importance of human-centred technology, platform-based business models, collaboration and responsible entrepreneurship. This recommends that digital transformation should not be understood simply as the adoption of new technology but rather, it involves the broader integration of technological innovation, entrepreneurial strategy, human capabilities, and sustainability objectives.

The development of digital entrepreneurship also reflects an improvement from traditional business practices towards technology-based venture creation and value delivery. Digital technologies can help entrepreneurs in improving operational efficiency, reaching customers through online channels, analysing market information and testing with innovative business models. However, the benefits of digital transformation are not necessarily natural. Entrepreneurs must determine how technologies can be applied to their specific business activities and how digital resources can be converted into competitive advantages. Yadav et al. (2026) examined the influence of entrepreneurial leadership, digital technology, social media, and AI on e-commerce adoption in the handicraft industry, with knowledge management considered as a mediating construct. Their study demonstrates the importance of combining technology with leadership and organisational knowledge rather than treating technology adoption as an independent solution. Similarly, the broader direction of digital entrepreneurship research indicates that entrepreneurial success increasingly depends on the ability to combine digital resources with market understanding, organisational learning, and strategic decision-making.

Artificial Intelligence, Business Model Innovation, and Entrepreneurial Performance

Artificial intelligence has appeared as a important topic of study within digital entrepreneurship because it can support data-driven decision-making, automate routine tasks, improve customer understanding and facilitate the development of innovative products (goods and services). Nevertheless, the relationship between AI adoption and business performance is complex because the value of AI depends on how effectively organisations combine it into their business strategic activities. Islam et al. (2025) conducted a systematic literature review of 69 articles to examine how AI-guided business model innovation could contribute to sustainable competitive advantage and serve uniqueness among small and medium-sized enterprises (SMEs). Their proposed framework identifies both external factors, such as market conditions, technological infrastructure, government support and strategic alliances and as well as internal factors, including digital leadership, dynamic capabilities, entrepreneurial mindset, data strategy and organisational resilience. This finding indicates that the benefits of AI are shaped

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by a combination of technological, strategic and environmental conditions rather than by technology adoption alone.

Empirical research further explains how AI capabilities may be transformed into business outcomes. Le et al. (2026) in their study investigated 218 high-tech entrepreneurial ventures in Vietnam using a three-wave, multi-informant survey. Their findings revealed that AI capabilities significantly influence entrepreneurial orientation, which subsequently contributes to business model transformation and new venture performance. Entrepreneurial orientation therefore acts as an important method through which AI capabilities are converted into strategic action and business outcomes. The study also found that family-firm status influences the relationship between AI capabilities and business model transformation, demonstrating that ownership structure can affect the value derived from digital capabilities. Matching to this perspective, Magni et al. (2026), using survey data from 421 employees across industries in Egypt, found that pre-existing digitalisation and the speed of technology adoption influence AI-driven business model transformation, partly through employee competencies. Besides, these studies suggest that entrepreneurial performance depends not only on access to AI but also on the organisation's readiness, strategic orientation, human resources, and capacity to transform its business model.

AI Literacy, Digital Entrepreneurial Intention, and Self-Efficacy

Next, literature focuses on how AI and digital technologies influence individuals' intentions to engage in entrepreneurship. Digital entrepreneurial intention is particularly relevant because it reflects an individual's willingness to pursue business opportunities through digital technologies and platforms. However, the intention to establish a digital venture may be influenced by several interrelated factors, including technological knowledge, confidence in using AI, perceived feasibility, and perceptions of the attractiveness of entrepreneurship. Nguyen et al. (2025) examined the role of AI generative tools adoption among 1,061 Vietnamese university students and found that the incorporation and adaptation of AI generative tools have enhanced digital entrepreneurial intention, primarily through perceived entrepreneurial desirability and feasibility. Their findings also indicated that the alignment between desirability and feasibility matters and it has promoted stronger entrepreneurial intention occurs when students perceive entrepreneurship as both attractive and achievable.

Similarly, Duong (2026) examined the relationship between AI literacy and higher education students' digital entrepreneurial intention using data from 1,061 students in Vietnam's universities. The findings showed that AI literacy positively predicts entrepreneurial intention, both directly and indirectly through digital entrepreneurial self-efficacy. AI self-efficacy has strengthened the relationship between AI literacy and digital entrepreneurial self-efficacy. These findings focus on the distinction between possessing technological knowledge and having confidence in applying that knowledge to entrepreneurial activities. Tripopsakul and Hoonsopon (2026), whose study focuses on how AI literacy drives digital entrepreneurial intention in an emerging economy also reflects the growing research interest in the connection between AI-related competencies and entrepreneurial aspirations. Overall, this literature suggests that AI literacy and self-efficacy are important considerations when explaining digital entrepreneurial intention. Nevertheless, intention should not be treated as equivalent to actual entrepreneurial behaviour, and further attention is needed to understand whether technological confidence and entrepreneurial aspirations eventually lead to venture creation and sustained business activity.

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Entrepreneurship Education and the Development of Digital Competencies

Entrepreneurship education is increasingly discussed as a means of preparing students to recognise opportunities, develop innovative ideas and respond to changing technological and business environments. The combination of AI, big data and educational technology have increased the possibilities for entrepreneurial learning by supporting personalised instruction, experiential learning, opportunity recognition and data-informed decision-making. Bashir et al. (2026) examined how these technologies can influence to the development of critical thinking, digital literacy and innovation readiness. They also highlighted implementation challenges including the digital divide, data privacy concerns and costs. These issues propose that the educational value of digital technology depends on how it is applied and whether learners have enough access, guidance and opportunities to apply their knowledge.

Park and Kim (2025) conducted a systematic literature review of 72 published peer-reviewed journal articles. They found that creativity, problem-solving, critical thinking, collaboration and digital literacy are important entrepreneurial competencies in the era of digital transformation. Their findings also indicated that AI, data analytics and digital collaboration platforms can support competency-based learning when integrated into instructional processes. This perspective complements the work of Bashir et al. (2026), as both studies emphasise that technology should contribute to the development of learners' capabilities rather than function merely as a teaching tool. Fourqoniah et al. (2025), through their study on digital entrepreneurial education, also contribute to this growing research area. Collectively, these studies indicate that effective entrepreneurship education in the digital era requires the combination of technological skills with entrepreneurial thinking, practical application and the ability to evaluate opportunities critically. Educators must therefore consider not only whether students use digital tools but also whether students can apply and them responsibly and effectively to entrepreneurial challenges.

Organisational Readiness, Leadership, and Contextual Influences

The literature also found that the effects of digital transformation vary according to organizational and contextual conditions. Entrepreneurs operate within different industries, resource environments, institutional settings and market structures. All these factors may influence the adoption and usefulness of digital technologies. Islam et al. (2025) stressed the significance of external conditions, including government policies, technological infrastructure, market dynamics and strategic alliances, alongside internal resources such as digital leadership and dynamic capabilities. These factors suggest that businesses may experience different results even when they adopt similar technologies. Organizations with greater digital foundations and the ability to develop employee skills and talents may be better positioned to integrate AI into their operations and business models.

Findings by Yadav et al. (2026) further demonstrate the importance of entrepreneurial leadership and knowledge management in e-commerce adoption within the handicraft industry. Magni et al. (2026) similarly demonstrated the role of employee competencies in the relationship between existing digitalization, technology adoption speed and AI-driven business model transformation. Le et al. (2026) also showed that family-firm status moderates the association relationship between AI capabilities and business model transformation. These studies mutually suggest that digital entrepreneurship cannot be adequately explained through technology adoption alone. Leadership, employee knowledge, organisational structure, industry characteristics and technological readiness may all influence how digital resources are

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transformed into entrepreneurial value and benefit. Consequently, findings from one industry or national context should be interpreted carefully before being applied to other settings.

Prior Bibliometric Studies and the Positioning of the Present Study

The empirical studies reviewed above are retained as contextual background. They show what researchers in the field study, but they cannot show how the field is structured or how it has changed over time. That question has been addressed by a series of bibliometric and systematic reviews, which can be grouped into four streams (Refer Table 1).

Table 1: Prior Studies Related to Digital Entrepreneurship and Artificial Intelligence

Study	Focus of study	Database	Period	No. of documents	Method / tool	Main themes or findings
Rodriguez-Marin et al. (2022)	Digital entrepreneurship (pay-per-click)	Scopus	2001–2022	2,154	VOSviewer: co-occurrence, co-citation	Sharp growth after 2018; innovation most strongly linked keyword
Paliwal et al. (2023)	Digital entrepreneurship	Scopus	up to 2022	122	VOSviewer: co-occurrence, co-citation, coupling	Ecosystems; sustainability; digital transformation and innovation
Felicetti et al. (2024)	Digital innovation in entrepreneurial firms	Scopus	up to 2021	185	VOSviewer co-citation; LDA topic modelling	Business model innovation, platforms, digital ventures, ecosystems
Giuggioli & Pellegrini (2023)	AI as enabler for entrepreneurs	Scopus, WoS, EBSCO	up to 2020	60	Systematic literature review	AI affects opportunity, decision-making, performance, education
Boateng et al. (2024)	AI and entrepreneurship	Scopus	2007–2023	127	Bibliometric review	Asian output leads; highly cited works often lack theory
Redondo-Rodríguez et al. (2024)	AI and entrepreneurship	WoS	1987–2024	270	SciMAT science mapping	AI methods in research; AI ventures; AI in decision-making
Kalsoom et al. (2025)	AI and entrepreneurship	WoS	2016–2024	149	VOSviewer	Six clusters, incl. AI in entrepreneurship education
Zilia (2026)	AI and business models	WoS	Not stated	189	Co-citation; bibliographic coupling	Fragmented field; generative AI as emerging cluster
Alpürk et al. (2025)	AI in entrepreneurship and online education	Scopus and WoS	2010–2024	489	Bibliometrix; LDA topic modelling	Pedagogical innovation and new learning models dominate
Present study	Digital entrepreneurship and AI	Scopus	2011–2026	804	Scopus analyser; VOSviewer author keyword co-occurrence	Integrated map of four streams; post-2023 surge

Note: WoS = Web of Science; LDA = latent Dirichlet allocation; EBSCO = EBSCO host databases

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The first stream maps digital entrepreneurship as a field. Rodriguez-Marin et al. (2022) analysed 2,154 Scopus documents published between 2001 and 2022 with VOSviewer and found that output increased sharply after 2018, with innovation as the most strongly linked keyword. Paliwal et al. (2023) analysed about 122 Scopus articles published up to 2022 using keyword co-occurrence, co-citation and bibliographic coupling and grouped the field into three themes: digital business frameworks and ecosystems, technological development and business sustainability, and digital transformation and innovation. Felicetti et al. (2024) combined bibliometric analysis with topic modelling of 185 Scopus published papers and identified business model innovation, digital platforms, digital ventures and digital innovation ecosystems as main topics. These studies give a useful picture of the field before 2023, but in them AI appears only as one of many digital technologies rather than as an organising theme.

The second stream examines AI and entrepreneurship directly. Giuggioli and Pellegrini (2023) systematically reviewed 60 journal articles published up to 2020 and concluded that AI supports entrepreneurs in four areas: opportunity, decision-making, performance and education as well as research. Boateng et al. (2024) mapped 127 Scopus publications up to 2023 and reported that Asian, mainly Chinese, authors lead in output while many highly cited works are conceptual and lack a clear theoretical framework. Redondo-Rodríguez et al. (2024) used Science Mapping Analysis Tool (SciMAT) to analyse 270 Web of Science published articles and identified three thematic areas which are the use of AI methods in entrepreneurship research, AI-focused new ventures and the use of AI in entrepreneurial functions, especially decision-making. Kalsoom et al. (2025) analysed 149 Web of Science articles published between 2016 and 2024 with VOSviewer and found six clusters, including AI models in entrepreneurship education and user acceptance in digital entrepreneurship. These studies verified that the intersection is growing, but they rely on relatively small samples of journal articles and on data that end before, or shortly after, the generative AI period began.

The third-stream concerns AI and business models. Zilia (2026) applied co-citation analysis and bibliographic coupling to 189 Web of Science published articles and found that the literature on AI-driven business models remains conceptually uneven. It rests on dynamic capabilities, digital transformation, ecosystem strategy and entrepreneurial orientation, with generative AI applications appearing as an emerging cluster. The systematic review by Islam et al. (2025) similarly linked AI-guided business model innovation to sustainable competitive advantage in SMEs.

The fourth stream concerns entrepreneurial education. Alpürk et al. (2025) combined Bibliometrix with topic modelling of 489 Scopus and Web of Science articles published between 2010 and 2024 and found that teaching and pedagogical innovation and new learning models dominate research on AI in entrepreneurship and online education. Fourqoniah et al. (2025) and Park and Kim (2025) reached related conclusions through thematic and systematic reviews of digital entrepreneurial education and entrepreneurial competencies.

Taken together, these reviews have three limitations. First, their coverage is disconnected in which each maps digital entrepreneurship, AI entrepreneurship, AI business models or entrepreneurial education separately, so the links between these areas cannot be seen on a single map. Second, their time frame of studies ends in 2024 or earlier, and most end before the growth that followed generative AI was visible in the literature. Third, several restrict their data to journal articles or to Web of Science, which leaves out the book chapters and conference papers that carry much of the early work in fast-moving technology fields. The studies also

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differ in software (VOSviewer, SciMAT, Bibliometrix and topic modelling) and in how fully they report their search strings and mapping parameters, which makes their results difficult to compare or replicate.

The present study differs from these studies in four respects. It integrates the four streams in one author keyword co-occurrence map of 804 Scopus documents. It extends the time frame of study to 2026, covering the period after the release of ChatGPT. Besides, it retains all Scopus document types to reflect how knowledge in the field is disseminated and it reports the full search string, filters, data-cleaning steps and VOSviewer parameters so that the mapping can be reproduced. It therefore complements, rather than replaces, earlier reviews by showing how their separate streams are now converging.

Methods

Research Design

This study used a bibliometric analysis combined with keyword co-occurrence mapping to examine the research landscape of digital entrepreneurship in the age of artificial intelligence (AI). Bibliometric analysis was applied in this study because it allows a large body of academic literature to be examined systematically and objectively. It helps identify publication patterns and trends, leading contributors and the main research themes within a field. Bibliometric analysis used in this study help to measure the volume and distribution of publications by year, source, author, document type and institutional affiliation. The science mapping component uses the co-occurrence of author keywords to reveal the conceptual structure of the field, that is, its main research themes and the relationships between them. Besides, bibliometric analysis was chosen because it allows a large and fast-growing body of literature to be examined systematically, transparently and reproducibly, which suits a field such as digital entrepreneurship and AI that has expanded rapidly since 2023. This approach matches the field of digital entrepreneurship and AI, a research area that has grown rapidly in recent years and needs to be mapped to understand its current state and future direction.

The data were searched and collected from the Scopus database, one of the largest and most widely used sources of peer-reviewed literature in business, management and social sciences. Scopus was selected for its broad coverage of journals, conference proceedings and books, and for its built-in tools for analysing search results. In the first stage of Scopus searching procedure, the search query was executed in Scopus Advanced Search on titles, abstracts and keywords, the relevant filters were applied, and the search date was recorded, which returned 804 records. In the second stage, the records were screened for the publication year range. The search returned 804 documents published between 2011 and 2026. In the third stage, the full records, including citation information, bibliographic information, abstracts, author keywords and indexed keywords, were exported from Scopus in CSV format. In the fourth stage, a descriptive analysis by publication year, document type, source, author and institutional affiliation was performed using the Scopus "Analyse search results" function, and an author keyword co-occurrence network was constructed in VOSviewer software. A keyword co-occurrence analysis based on author keywords was conducted using the full counting method. A minimum threshold of 5 occurrences was set to produce only keywords that appeared at least five times were included in the map. In the resulting network map, the size of each node represents how often a keyword occurs, the lines between nodes show keywords that appear together in the same documents, and the colours represent clusters of closely related topics. This analysis was used to identify the main research themes, the links between them and less-

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studied topics that may need further investigation. In the final stage, the authors interpreted the results and findings as presented in Figures 1 to 5 and Tables 2.

The interpretation of findings gives an overall picture of the field's development and possible directions for future research on digital entrepreneurship in the age of AI.

Data Source and Search Strategy

Data were retrieved from Scopus, one of the largest multidisciplinary abstract and citation databases of peer-reviewed literature, with broad coverage of business, management and social science journals, book series and conference proceedings. Scopus was preferred because its wide coverage of proceedings and book series captures the early stage work typical of this field of study. The search was executed on 24th October 2026 using the following query in Scopus Advanced Search: "*Digital Entrepreneurship AND Artificial Intelligence* ". In addition, the following filter was applied: *publication years 2011 to 2026*. The search returned 804 published documents. As the data were retrieved during 2026, records for that year are incomplete and include articles in press.

VOSviewer Configuration

The exported CSV file was imported into VOSviewer Software to build an author keyword co-occurrence network. Full counting was used, so each co-occurrence of two keywords in a document receives the same weight of one. A minimum threshold of five occurrences was applied. Link strengths were normalised with the association strength method, and the layout and clusters were produced with VOSviewer's unified mapping and clustering technique.

In the resulting map, node size represents the number of occurrences of a keyword, link width represents the number of documents in which two keywords occur together, the distance between nodes indicates their relatedness and colour indicates cluster membership.

Result and Discussion

Document by Year

Figure 1 shows the annual distribution of the 804 documents retrieved from Scopus between 2011 and 2026. Overall, research on digital entrepreneurship in relation to artificial intelligence (AI) has grown exponentially rather than steadily. Between 2011 and 2017, output was minimal. Between 2011 and 2017, the number of publications remained very low, ranging from one to three documents per year. This shows that the topic received little attention from entrepreneurship researchers at that time. Digital entrepreneurship was a new concept, and AI was discussed mainly in computer science and engineering rather than in business and management research.

From the finding in figure 1, the number of publications started to increase gradually from the 2018 onwards. The publications related to the topic rose from 8 documents in year 2018 to 13 in year 2019 and 27 in 2020, then continued to grow to 32 documents in 2021 and 47 in 2022. The faster growth from 2020 can be related to the COVID-19 pandemic, which pushed many businesses and entrepreneurs to move online and adopt digital platforms, e-commerce and remote working to survive. In 2023, the number of publications remained almost unchanged at 46 documents, suggesting a short pause before the next period of rapid growth.

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The most significant pattern showed by Figure 1 is the sharp rise after 2023. Output approximately doubled from about 46 documents in 2023 to about 117 in 2024. It nearly doubled again to about 225 in 2025 and reached a peak of 290 in 2026. These three years account for about three quarters of all published documents in the dataset. The timing matches the public release of generative AI tools such as ChatGPT in late 2022. Allowing for the usual one-to-two-year delay between doing research and publishing it, that release likely set off a trend of studies on how AI affects entrepreneurial opportunity recognition, business model innovation, entrepreneurial intention and entrepreneurship education. Growing policy attention to the digital economy and to Industry 4.0 and 5.0 has probably added to this momentum.

The 2026 data need careful reading. Data were retrieved partway through the year, so the count is incomplete and it may include articles are waiting for their final publication date. Even so, year 2026 already has more published documents than any earlier year, shows that the field is still growing quickly. Overall, the publication trend indicates that digital entrepreneurship in relation to AI have moved in a short time from a niche topic to a central and fast-growing research area. That growth gives the field a strong base for further theoretical and empirical research.

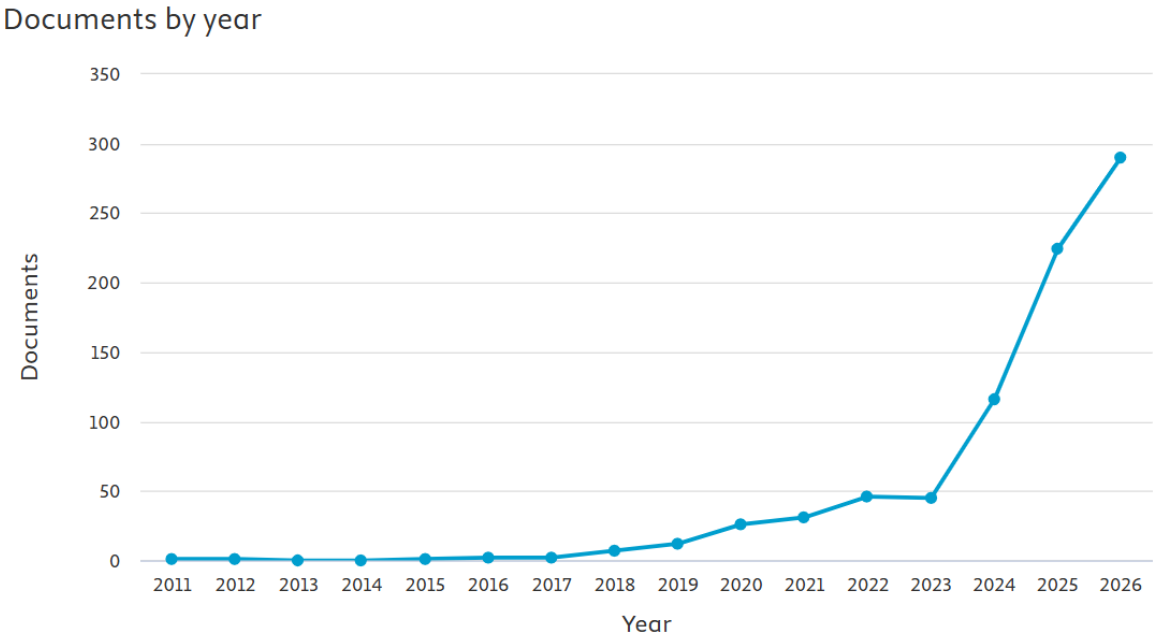

Figure 1: Number of Document Published by Year

Document by Source

Figure 2 identifies 10 leading sources that have contributed the most publications on digital entrepreneurship in relation to artificial intelligence (AI). Lecture Notes in Networks and Systems is obviously the leading source with 41 published documents. That is more than twice as many as the next source, Sustainability (Switzerland), with 17 documents, followed closely by Springer Proceedings in Business and Economics with 16 documents. The International Entrepreneurship and Management Journal ranks fourth with 10 documents, and Communications in Computer and Information Science follows with 8. The remaining sources each contributed between six and seven documents: Emerald Emerging Markets Case Studies, the International Journal of Management Education, the Proceedings of the LACCEI

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International Multi-Conference for Engineering, Education and Technology, Contributions to Management Science and the International Journal of Entrepreneurial Behaviour and Research.

Conference proceedings and book series dominate the list. Five of the ten sources are proceedings or edited series: Lecture Notes in Networks and Systems, Springer Proceedings in Business and Economics, Communications in Computer and Information Science, the LACCEI proceedings and Contributions to Management Science. Together they account for 78 of the 125 documents in the top ten, or about 62%. This fits a young, fast-moving research area, where researchers favour outlets with short review and publication times so that findings on fast-changing technologies such as AI are shared quickly. It also matches the publication types reported in Table 1, where book chapters and conference papers together make up more than 40% of all documents.

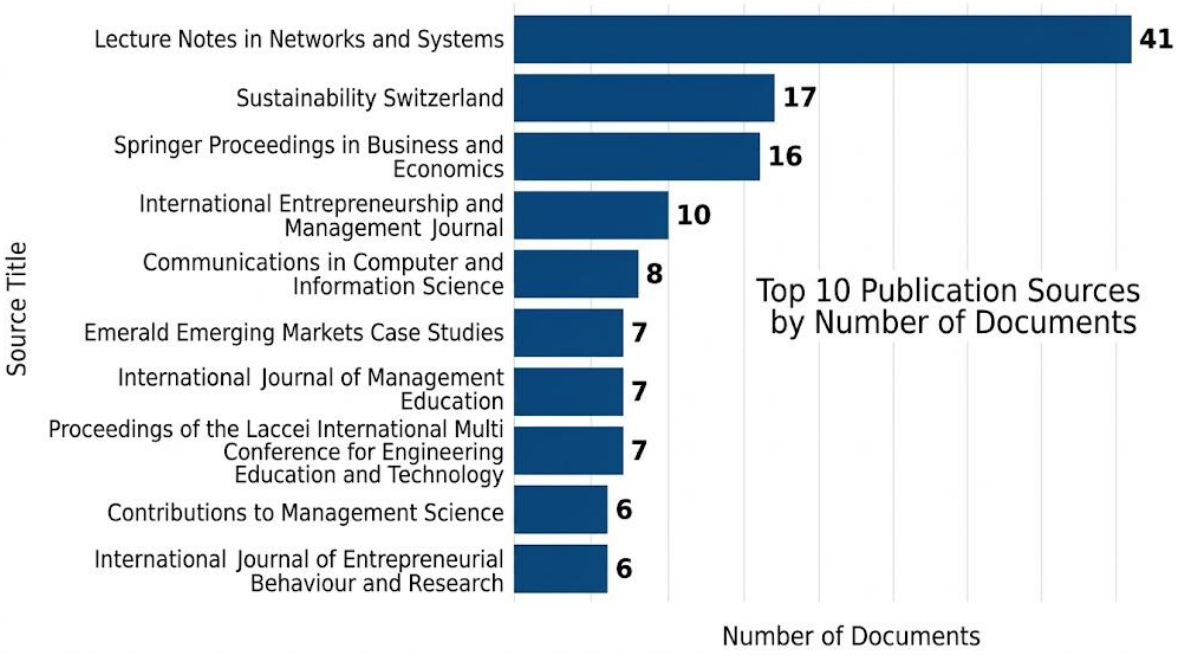

Figure 2: Top 10 Publication Sources by Number of Documents

Document by Author

Figure 3 presents the most productive authors contributing to research in this field. The most productive author is records labelled "No Author ID found", which covers 55 published documents. These are mostly records without individual author attribution, such as conference reviews, editorials, proceedings front matter and some edited books. This fits Table 1, which reports 54 conference reviews and 9 editorials in the dataset. The category does not represent a single contributor, so it is excluded from the following discussion of author productivity.

Among individual researchers, Duong, C.D. is clearly the leading author with 18 published documents. That is more than three times the output of the next most productive authors, Lesinskis, K. and Mavlutova, I., with 5 documents each. Popkova, E.G. and Vu, A.T. contributed 4 published documents each, while Dang, N.S., Dwivedi, Y.K., George, B. and Hermanis, J. contributed 3 published documents respectively.

From the result also shows that no other author has more than five documents, and most of the leading authors contribute only 3 to 5 documents. With 804 documents in total, this shows that

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research output is widely distributed across many authors rather than concentrated among a few prolific scholars.

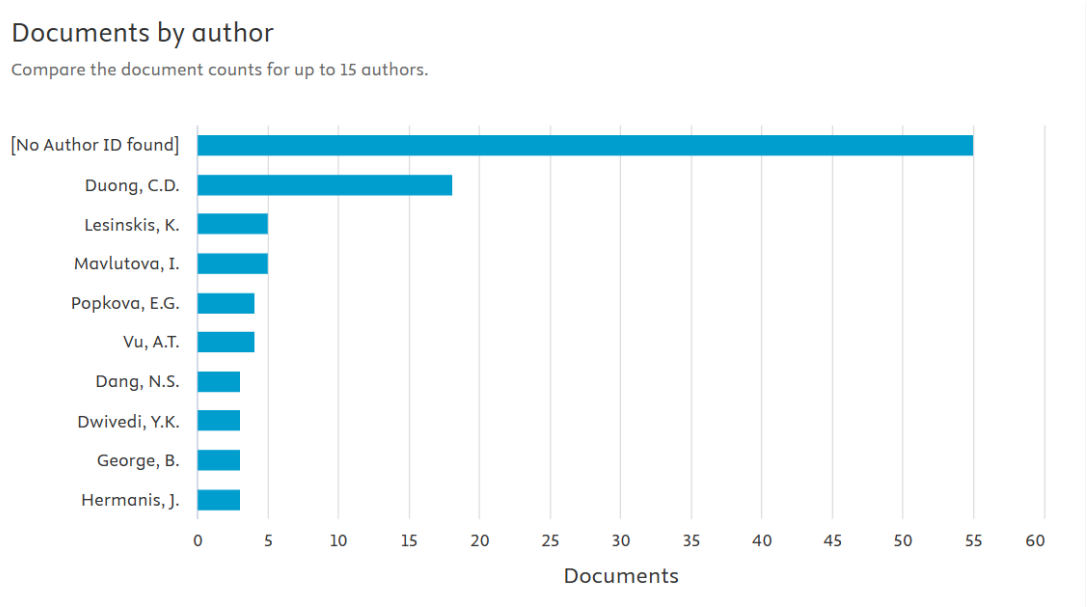

Figure 3: Documents by Authors

Document by Type of Publication

Table 1 shows the 804 published documents related to this field of study are categories by publication type. Journal articles are the most common publication type with 315 documents (39.18%). Book chapters follow with 181 documents (22.51%) and conference papers with 156 (19.40%). Together, these three types represent for 652 documents equivalent to 81.09% of the published documents. They are therefore the main mediums for sharing research on digital entrepreneurship in relation to artificial intelligence (AI). The findings suggest that majority of the research papers has gone through peer review, which supports the credibility of the field's knowledge base.

Book-based and conference-based publications also contribute significantly to the total output of published documents in this field and topic. Books (55 documents, 6.84%) and book chapters together account for 236 documents (29.35%), and conference papers and conference reviews (54 documents, 6.72%) together account for 210 documents (26.12%).

Review papers are notably scarce, with only 21 documents (2.61%). Given how quickly the literature has grown, especially since 2024, this shows that the field's knowledge has not yet been systematically consolidated. The remaining types, namely editorials (9 documents, 1.12%), errata (4, 0.50%), notes (4, 0.50%), short surveys (2, 0.25%), retracted documents (2, 0.25%) and letters (1, 0.12%), together make up only 2.74% of the dataset and add little to the field's substantive knowledge.

Overall, the publication data from Table 1 shows a field that rests mainly on peer-reviewed journal articles but also relies heavily on book chapters and conference proceedings. The relatively small share of journal articles compared with all other types, together with the scarcity of review papers, suggests that digital entrepreneurship in relation with AI research is still in a

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developing stage. Future work should therefore aim to publish more high-impact journal articles and more systematic reviews to strengthen the field's theoretical and empirical foundations.

Table 2: Types of Publication

Document Type	Frequency	Percentage
Article	315	39.18
Book Chapter	181	22.51
Conference Paper	156	19.40
Book	55	6.84
Conference Review	54	6.72
Review	21	2.61
Editorial	9	1.12
Erratum	4	0.50
Note	4	0.50
Short Survey	2	0.25
Retracted	2	0.25
Letter	1	0.12
Total	**804**	**100.00**

Document by Affiliation of Institutions

Figure 4 presents the ten institutions with the most publications on digital entrepreneurship in the age of artificial intelligence (AI). National Economics University (Vietnam) is in first place with 18 documents. Lovely Professional University (India) follows with 12 documents and Chitkara University, Punjab (India), with 8 documents. Bina Nusantara University (Indonesia) and BA School of Business and Finance (Latvia) each published 7 documents. The University of Tehran (Iran) and Taylor's University Malaysia each published 6, while Jilin University (China), Tecnológico de Monterrey (Mexico) and United Arab Emirates University each published 5.

Most of the leading institutions are in developing countries, especially in Asia. India is the only country with two institutions in the list, contributing 20 documents in total. No universities from the United States or Western Europe appear in the top ten. This suggests that developing countries are paying close attention to how AI is changing entrepreneurship business model. For these countries, AI tools and digital platforms help lower the start-up cost, help entrepreneurs find latest trend opportunities and give access to wider markets coverage. Researchers in these countries are therefore preferring to study how AI can support new ventures, small businesses and entrepreneurship education.

In Malaysia, Taylor's University is the only local institution in the list, with 6 published documents. This shows that Malaysian universities are part of the discussion on digital entrepreneurship in the AI era, but their contribution is still small.

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Finally, the top ten institutions published only 79 documents, about 9.8% of the 804 documents in the dataset. No single institution leads the field. Research on digital entrepreneurship in the age of AI is spread across many institutions in different countries, which is common for a new area that has grown quickly since generative AI tools became widely available in late 2022. This spread creates opportunities for universities, especially in developing countries, to work together on shared questions about how AI is reshaping entrepreneurship.

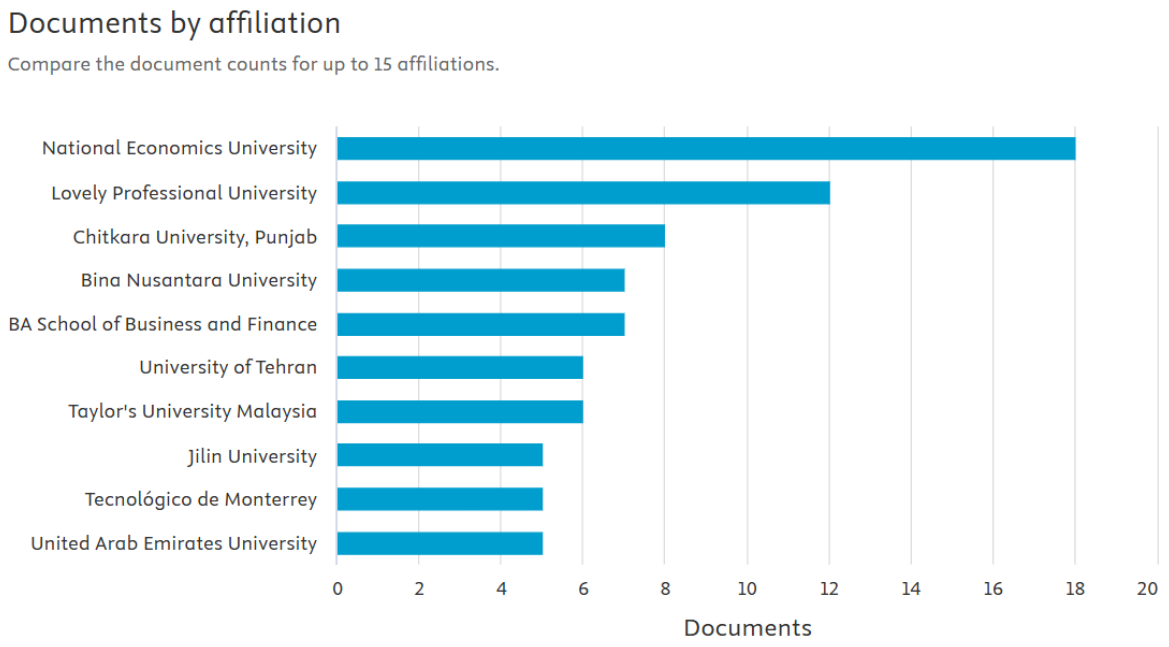

Figure 4: Documents by Affiliation

Keyword Analysis

Figure 5 shows the co-occurrence network of author keywords created using VOSviewer, that appear at least 5 times in the retrieved dataset. In this map, the size of each node shows how often a keyword appears, the lines show keywords that appear together in the same documents, and the colours represent groups or clusters of closely related topics. The three largest nodes are "artificial intelligence", "entrepreneurship" and "digital transformation", which confirms from the finding that these are the core concepts of the field. They locate in the centre of the map and are strongly connected to almost all other keywords. This shows that research on digital entrepreneurship is now closely linked to AI and wider digital change.

The red cluster is the largest cluster representing a group of closely related research themes. It focuses on AI technologies and their role in entrepreneurial activity. It includes "artificial intelligence", "generative AI", "ChatGPT", "machine learning", "deep learning", "digital platforms" and "fintech", together with "entrepreneurial ecosystems", "entrepreneurial orientation", "dynamic capabilities", "open innovation", "corporate entrepreneurship" and "startups". The appearance of "generative AI" and "ChatGPT" reflects the recent rise of these tools since late 2022 and matches the sharp growth in publications after 2023 shown in Figure 1.

The blue cluster (second cluster) focuses on the individual entrepreneur, especially entrepreneurial intention. Keywords such as "digital entrepreneurship", "digital entrepreneurial

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intention", "AI adoption", "technology acceptance model", "entrepreneurial mindset", "entrepreneurial education" and "digital skills" show strong interest in why individuals mostly students, want to start digital businesses and how they accept and use AI tools. This is closely linked to the light blue cluster, which covers "entrepreneurship education", "digital literacy", "digital tools", "digital marketing", "women entrepreneurs" and "Industry 5.0". Collectively, these clusters show that education and digital skills are seen as key to preparing future entrepreneurs for the AI era.

The green cluster, which is third cluster covers digitalisation and emerging technologies, with keywords such as "digitalization", "blockchain", "virtual reality", "emerging technologies", "digital innovation", "technological innovation" and "higher education". It also includes "financial inclusion" and "developing countries". This supports the affiliation results in Figure 4, which showed that most research comes from emerging economies such as Vietnam, where digital technology is seen as a tool for development and access to finance.

The purple cluster is the fourth cluster. This cluster is data-driven in nature and connects "sustainability", "big data", "data analytics", "digital technologies", "business models" and "e-commerce". This indicates that AI and data are changing how businesses create value and reach customers. In the yellow cluster (final cluster) "entrepreneurship" mixes with "innovation", "technology", "innovation management", "lean startup" and "ethics", indicating that new enterprise leaders are interested in how innovation is managed within a technology-driven environment.

Several keywords are small and located on the edge of the map, including "ethics", "digital divide", "female entrepreneurship", "circular economy" and "artificial intelligence in education". Their position suggests that they are still not fully explored compared to the core topics. In the age of AI, they are important areas where AI raises questions about fairness, access, gender equality and responsible use.

The keyword network shows that research on digital entrepreneurship in the age of AI has been focused on three major areas: AI technologies and business strategy, individual intention and education, and digital transformation in developing economies. The close ties between these clusters show that the field is very interdisciplinary, combining technology, management, education and sustainability. At the same time, the small and peripheral topics point to clear gaps that future studies can address.

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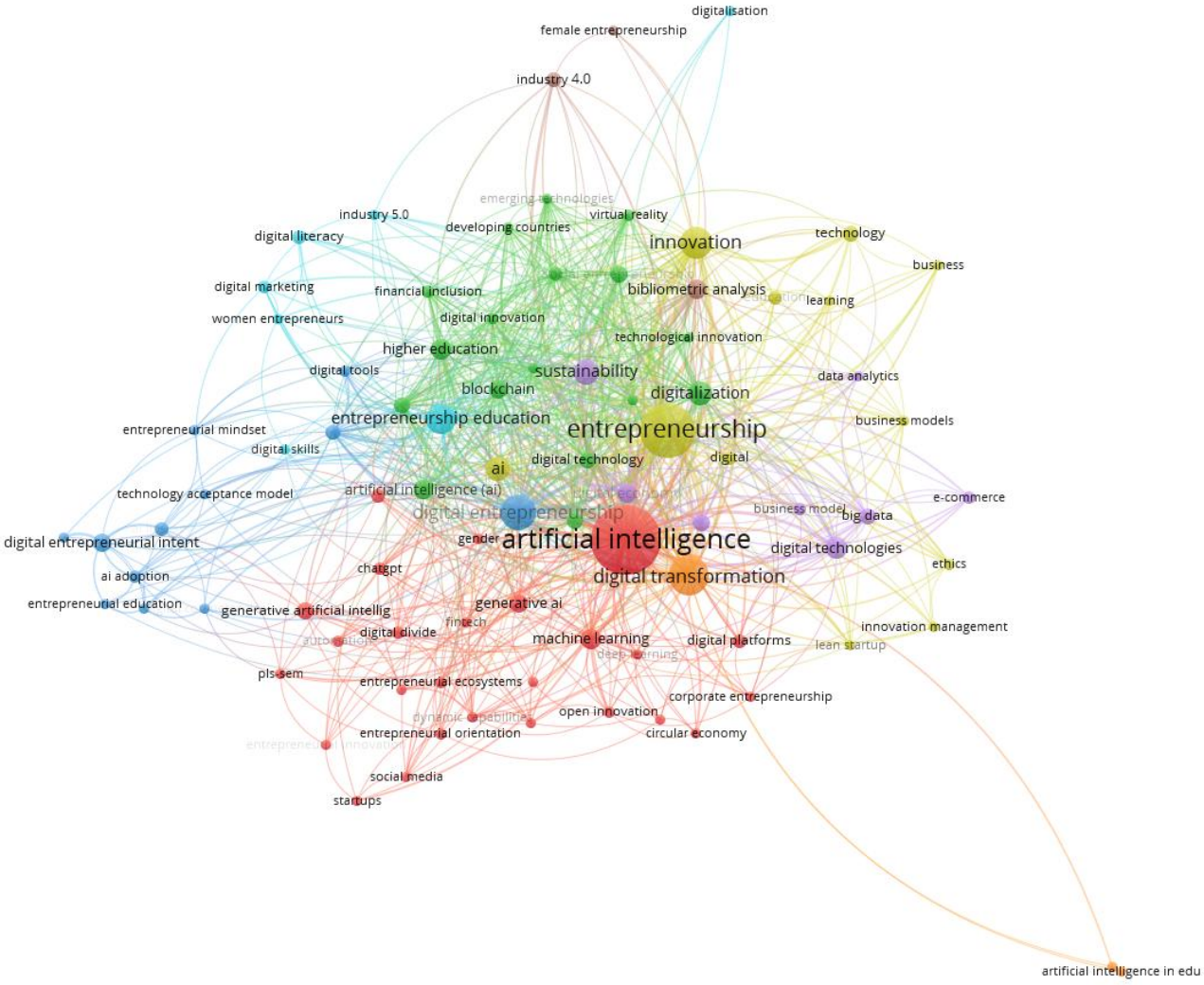

Figure 5: Author Keyword Co-occurrence Network (Minimum of Five Occurrences).

Conclusion and Future Research

This study investigated the development and research landscape in digital entrepreneurship in the age of artificial intelligence (AI) based on bibliometric analysis of 804 documents indexed in the Scopus database from 2011 to 2026. The findings indicate that the field has grown exponentially rather than steadily. The publishing output was very low until 2017, increased slowly from 2018 and then soared after 2023 due to the introduction of generative AI tools such as ChatGPT. Journal articles are the most popular type of publication, but book chapters and conference papers also constitute large proportions of the output, and reviews are not very widespread. Duong, C.D. is the most productive author, Lecture Notes in Networks and Systems is the leading source, and National Economics University (Vietnam) is the best. Most of the top contributing institutions work in developing economies (especially in Asia) and research outputs are shared among different sources, authors and institutions. The keyword analysis shows that research in this field has been directed towards three major topics: AI technologies and business strategy, individual entrepreneurial intention and education, and digital transformation in developing economies.

These findings have several implications. For researchers, this study provides a brief overview of the development towards the field, the names of the main authors and institutions, the main

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research themes, and the gaps. For educators, the strong focus on entrepreneurial intent, digital skills and entrepreneurship education is indicative that AI literacy and digital competencies must be integrated into entrepreneurship courses as part of teaching and learning for students to succeed in a technology-based business environment. For policymakers, especially in Malaysia, the research findings suggest that Malaysian institutions are part of the research area, but that they contribute very little. More research and collaboration are necessary to support and develop an ecosystem of AI-based competitive and inclusive entrepreneurship.

Future research could therefore pay more attention to the ethical and social side of AI in entrepreneurship, the digital divide between groups and regions, and how AI can support women and other understated entrepreneurs. The findings above give researchers, educators and policymakers a clearer picture of current trends and focus to directions for future research on digital entrepreneurship in the age of AI. The findings above help researchers, educators and policymakers to understand the current trends and to focus on future research in digital entrepreneurship in the age of AI. Finally, more empirical studies on small and medium-sized enterprises (SMEs) from a Malaysian perspective, in the sense that that would help to show how local entrepreneurs benefit from AI and digital technologies.

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