

A Bibliometric Analysis of Entrepreneurship in Football

Mahir Pradana^{1,*}, Hanifah Putri Elisa¹, Dian Gita Utami²

¹Department of Business Administration, Telkom University, Indonesia

²Department of Business Administration, Politeknik Negeri Ujung Pandang, Indonesia

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Abstract Nowadays, football is well known as the sport with the most worldwide participation and impact. It impacts not just the sports sector but also the social, cultural, and economic spheres. It must reinvent itself in order to stand out from other sports providers and achieve social and economic sustainability. By definition, a sports organization has to achieve both social and economic goals in addition to athletic ones. This bibliometric analysis uses a thorough search approach and a database of academic papers to investigate the literature on entrepreneurship in football. The most significant writers, journals, and publications in the discipline are among the major themes, trends, and patterns that are found and examined in the literature. The multidisciplinary character of the subject and the geographic dispersion of the study are also examined in the analysis. As a result, this essay examines football from the standpoint of entrepreneurial literature. We used bibliometric analysis to examine entrepreneurial literature, and the results were visually represented. The results show that study on football entrepreneurship is becoming more and more popular, with a lot of focus on issues like innovation, branding, and management techniques. The report emphasizes the need for more investigation into topics like social entrepreneurship and the application of technology to football entrepreneurship. In summary, this bibliometric study offers significant insights into the present status of football-related entrepreneurship research and is a useful tool for academics and industry professionals. Due to the analysis's reliance on the authors' subjective evaluation and a relatively small list of keywords, the study has several initial limitations. Expanding the database and the keywords used in further studies will be beneficial if a

larger sample size is employed.

Keywords Bibliometric, Football, Entrepreneurship, Sports Business

1. Introduction

Football business are now seen as a product of respectable enterprises [1]. It is now the sport with the biggest global participation and income, which has an impact on not just the sports world but also the social, economic, and cultural spheres [2]. It is believed that the sports industry is a fiercely competitive business that must innovate to set itself apart from other sports suppliers and achieve social and economic sustainability [3] Market positioning and organizational sustainability are the common goals of all sports organizations. Innovative and aggressive solutions are needed because of the market's dynamic and intense competition nowadays. Innovation, which is related to the management, production, and marketing of goods or services in this environment, can provide crucial solutions on the road to increased effectiveness and sustainability [4]. By definition, a sports organization must achieve both competitive performance and economic and social performance [5]. Both professional and amateur sports organizations strive to use methods that improve their athletes' athletic performance. In this setting, football greatly relies on creativity and the use of new technology. Similar to that, entrepreneurship is a way to achieve critical economic sustainability and boost economic effectiveness in this changing environment [6].

In this industry, entrepreneurial businesses have the ability to do better in recessions [7]. Innovativeness and proactiveness, two aspects of entrepreneurial attitude, may improve an organization's performance during a crisis [8]. We believe that sport is a natural environment for entrepreneurship to occur and therefore propose to include the recently emerging research topic of sports entrepreneurship [9]. A need for international studies from various nations or regions exists because sports entrepreneurship is still a relatively new subject of study. Due to its significance in a high-stakes competitive setting, sports entrepreneurship has recently attracted the attention of academics and professionals, but it is still in the early stage [10].

Innovation and entrepreneurship have a significant role in the growth of sports [11]. In order to maintain the interest of the fans, it is essential to take a proactive position from an entrepreneurial education perspective because football today draws large numbers of people and money [12]. Business-minded entrepreneurs started to show up in football clubs in the 1980s [13]. Football developed via specialized training, talents, complexity, and exclusivity from a sports discipline to a professionalizing organization [14]. In this situation, entrepreneurship and innovation make the best partners for enhancing the athletes' and the sports organization's identities and enhancing overall performance [12].

This research contributes to strategic management by supporting sports entrepreneurship as a way to achieve short- and long-term success. Further investigation deepens our comprehension of sports organizations and emphasizes the criticality of stakeholder management in the future. Lastly, this study contributes to the field of sports entrepreneurship research by illuminating the elements that encourage football entrepreneurs to grow [16].

The term "bibliometrics" was created in the early 20th century. It is well recognized as a cutting-edge approach to locating literary sources. Despite these advancements, bibliometric studies still analyze and show bibliographic data in a graphical format that already exists [17]. Two applications of bibliometric analysis are in science mapping and study area performance analysis [18]. This way, the opinions of the most distinguished writers, journals, organizations, countries, and publications are represented, considering how frequently they occur and how many citations they receive. In many scientific

domains, this technique is used as a tool for prioritizing [19].

This research draws data on football entrepreneurship from both domestic and international sources. All of the data used in this study came from the SCOPUS literature data in the Publish or Perish (PoP) database, which we found through a search we ran in August 2022. The phrases "football", "entrepreneurship", "entrepreneurship education", and "entrepreneur" are put in the topic search field, which has a ten-year search window spanning from 2012 to 2022. Topical terms supplied by the author are searched for in the title, abstract, and keywords. 426 published articles were found in the initial search results, but eventually only 26 were qualified for further analysis. Using Microsoft Excel 2010, data in the form of published years, authors, and citations were examined. The publishing patterns of football entrepreneurship were determined by using the VOSviewer application to analyze keywords, authors, and journals.

With VOSviewer, one may make keyword maps based on shared event data or author or journal maps based on citation data. This software provides a viewer that enables detailed examination of bibliometric maps. There are several methods to show maps in VOSviewer, each highlighting a distinct feature of the map. Its zooming, scrolling, and searching capabilities make it easier to study maps thoroughly. The capability of VOSviewer to display maps containing at least a significant number of objects is quite useful (e.g., at least 100 items). For earlier work that utilized the VOS mapping strategy, see VOSviewer (where VOS stands for similarity visualization), which creates maps. Viewing maps made using the right mapping methods is possible with VOSviewer. Consequently, this program can display maps made with the VOS mapping technique as well as maps made with multidimensional scaling techniques. VOSviewer supports a variety of hardware and operating system platforms and can be started right away from the internet.

For the data gathered, the authors defined and applied the four exclusion criteria in the following order: 1) Articles not published in English; 2) Articles published before 2012 and after August 9, 2022; 3) Articles published before 2012 and after August 9, 2022; 4) Publications not specifically related to football entrepreneurship. Figure illustrates the data collection process used on the JCR and Scopus databases.

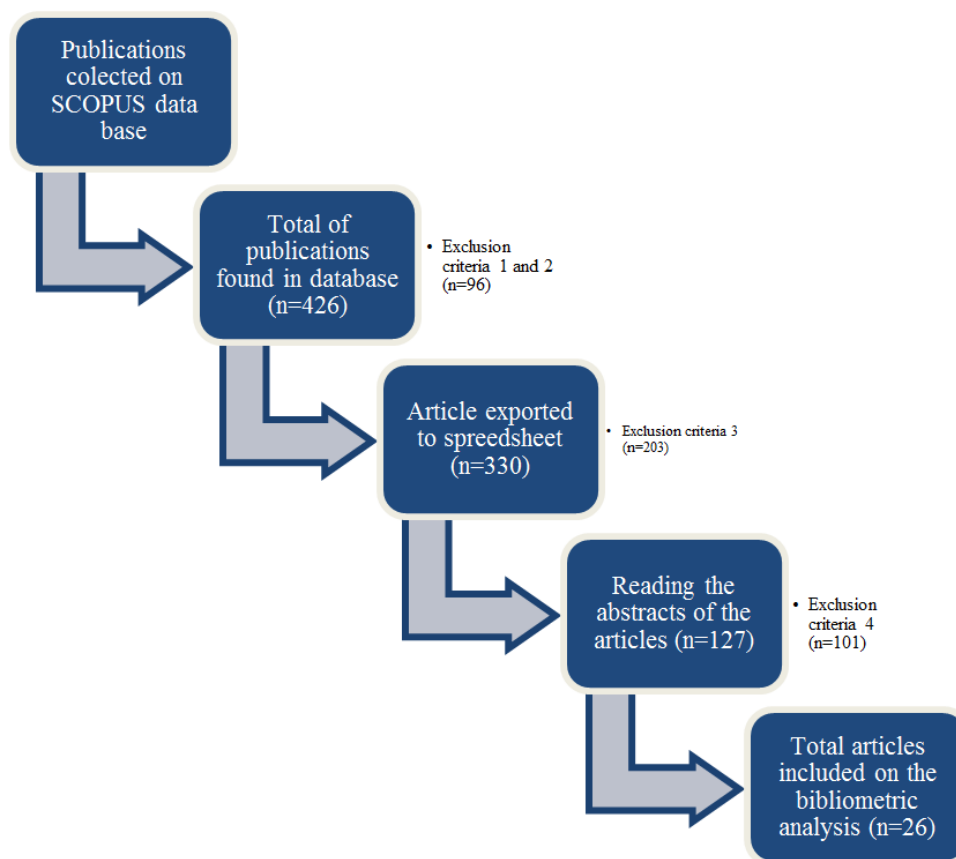


Figure 1. Research Phases

2. Methodology

This study examines 26 publications published between 2012 and 2022 that discuss football entrepreneurship. With five publications (19%), 2021 saw the most amount of research on football entrepreneurship throughout this time. From 2012 to 2014, the number of publications on football entrepreneurship was limited to one or two at the start of the topic. There was a rise in the amount of published works on football entrepreneurship between 2020 and 2021 (Table 1).

As seen in Figure 2, there is a trend for the number of articles to fluctuate year. In 2014, there was an increase from 1 to 3 papers in 2017, and in 2019, there was a reduction to merely 1 article. Additionally, there has been an increase from 2020 to 2021 and a decrease to 3 articles in 2022.

Table 1. Number of Papers

Year	Number of Paper
2012	2
2013	1
2014	1
2015	2
2016	2
2017	3
2018	2
2019	1
2020	4
2021	5
2022	3
Total	26

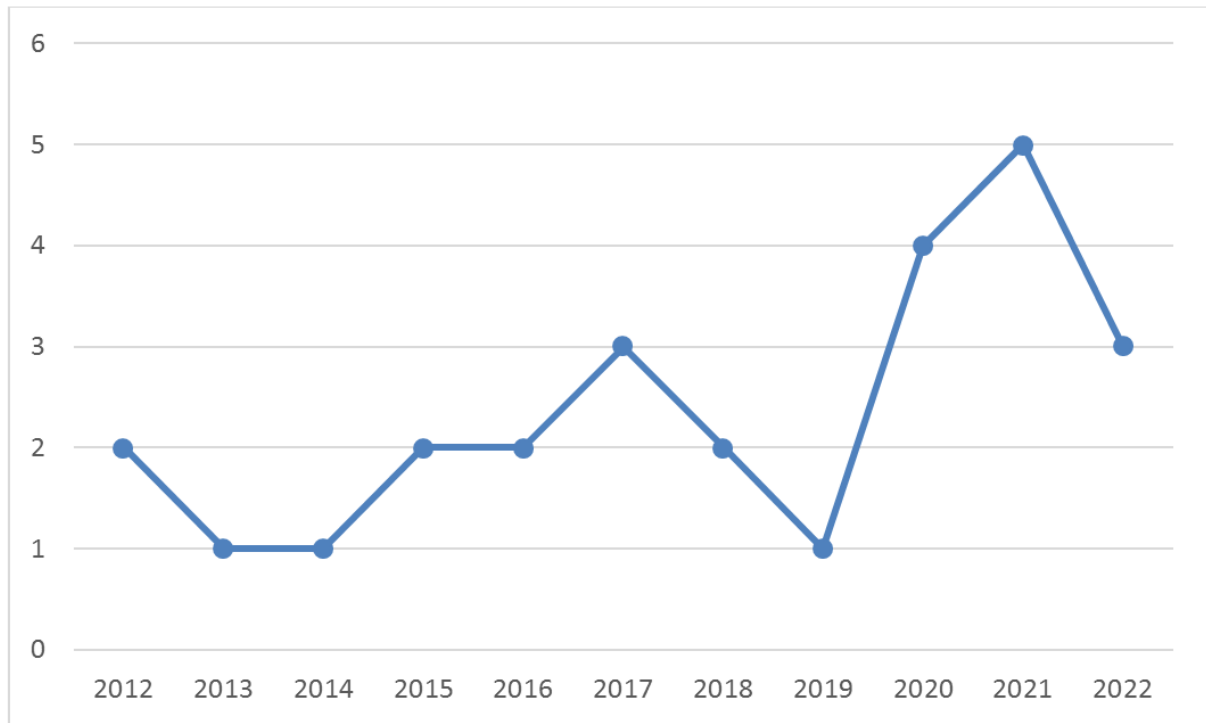


Figure 2. Graph of Number of Paper per Year

Table 2 displays the most prolific writers who have contributed to publishing their papers on the topic of football entrepreneurship in the last ten years, in addition to the classification of the evaluated articles based on those authors.

Table 2. Top Authors

Author	Number of Paper
Nagy, Z	2
Hammerschmidt, J	1
Escamilla-Fajardo, P	1

Based on the above table, there are 1 writer who wrote 2 papers and 2 writers who wrote 1 paper titled published on

the theme of entrepreneurship in football. The top writer, Nagy, Z., wrote 2 papers, one of which was titled “Modern Forms of Business in Professional Football” and “Finances of the Professional Football Enterprises” [20, 21]. The second top writer, Hammerschmidt, J., wrote 1 paper, titled “Professional Football Clubs and Empirical Evidence from the COVID-19 Crisis: Time for sport entrepreneurship?” [22]. The last top writer, Escamilla-Fajardo, P., wrote 1 paper which was titled “Entrepreneurship and Innovation in Soccer: Web of Science Bibliometric Analysis” [2]. Additionally, Table 3 displays the highest ranking of the referenced article titles from the time of publication to the drafting of this research; works published in 2021 account for the bulk of citations.

Table 3. Top Citations

Citation	Titles	Author	Year	C/Y
39	Covid-19: Reflections on threat and uncertainty for the future of elite women's football in England	Clarkson, B. G.	2022	39.00
35	Escape to victory: Development, youth entrepreneurship and the migration of Ghanaian footballers	Esson, J.	2015	5.00
22	Professional football clubs and empirical evidence from the COVID-19 crisis: Time for sports entrepreneurship?	Hammerschmidt, J.	2021	22.00
11	Entrepreneurship and innovation in soccer: Web of science bibliometric analysis	Escamilla-Fajardo, P.	2020	5.50
9	Interactions between financial efficiency and sports performance: Data for a sustainable entrepreneurial approach of European professional football clubs	Miragaia, D.	2019	3.00
7	Opportunities for all the team: Entrepreneurship and the 1966 and 1994 soccer world cups	Tennent, K.D.	2018	1.75
6	Digital sport entrepreneurial ecosystems	Ratten, V.	2020	3.00
4	Establishing a professional Rugby Union Football League in the USA: Managing institutional pluralism in sport entrepreneurship	Nite, C.	2020	2.00
3	Entrepreneurship, sport, sustainability and integration: A business model in the low - season tourism sector	Forradellas, R. R.	2021	3.00

Table 3 shows the paper with most citations. The first rank with 39 citations is the paper with the title "Covid-19: Reflections on threat and uncertainty for the future of elite women's football in England" written by Clarkson, B. G. [23]. Furthermore, a paper with 35 citations namely a paper entitled "Escape to victory: Development, youth entrepreneurship and the migration of Ghanaian footballers" written by Esson, J. [24]. Hammerschmidt's article also comes in the top 3 with 22 citations [22].

In order to further examine the conclusions of the meta-analysis previously described, we then present a graphic visual mapping of the publishing of a paper with an entrepreneurship in marketing subject. The results of the

mapping analysis of keywords serve as the foundation for the co-occurrence mapping of important or distinctive phrases that are present in some articles [25]. Mapping allows for the identification of knowledge and configuration elements, dynamics, interdependence, and their relationships. One way to visualize a scientific area connected to bibliometrics is through science mapping [18]. This representation is achieved by creating a landscape map that may represent scientific subjects [26]. The results of the network visualization of the co-word map publication of the paper's topic of football entrepreneurship are shown in Figure 3.

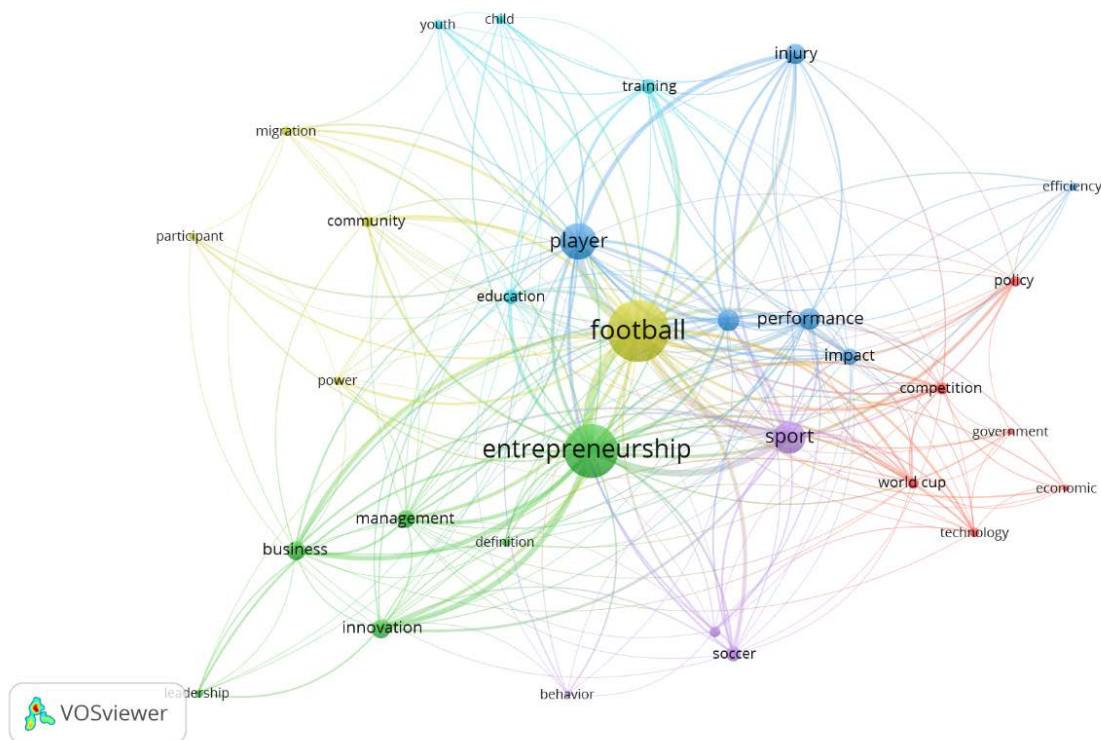


Figure 3. Bibliometric Keywords

In this mapping, several keywords that often appear in entrepreneurship in football theme papers in the last 10 years are displayed and their relation to other keywords in 5 clusters, namely:

- Cluster 1 in blue consists of 9 keywords, i.e. football, education, youth, child, training, injury, performance, impact, and efficiency.
- Cluster 2 in red consists of 7 keywords, i.e. football, policy, competition, world cup, government, economic, and technology.
- Cluster 3 in green consists of 7 keywords, i.e. football, entrepreneurship, management, definition, innovation, leadership, and business.
- Cluster 4 in yellow consists of 5 keywords, i.e. football, power, community, participant, and migration.
- Cluster 5 in purple consists of 3 keywords, i.e. football, sport and soccer.

The colorful circles above reflect the keywords that have been divided into 5 categories. The pattern of words over the last few years may be ascertained using this information. Numerous keywords that are often used in the manuscript under examination are revealed by the bibliometric analysis. More keywords show up the bigger the circle. On the other hand, the keyword's line relationship with other phrases shows how closely related they are. Figure 3 suggests that entrepreneurship has a significant influence on football across a wide range of domains. Cluster 1, shown by the color blue, has nine keywords, including football, education, efficiency,

performance, and performance. Football sports clubs are distinguished by their sporting goal, which is seen as a distinguishing trait of competitive sports clubs when contrasted to other organizations in other sectors of activity. To achieve greater efficiency, several experts and scholars have researched new methods or materials. Nonetheless, this interest has increased recently due to the significant professionalization of football sports teams and their growing impact on the economy, sports, and society. Player monitoring has grown into one of the most advanced aspects of load control in football in this context, to the point where investigating and implementing innovations may significantly increase the player's, team's, and football club's overall efficiency [27].

There are seven additional terms in cluster 2, which is symbolized by the color red. These keywords include football, politics, government, economics, and technology. Because entrepreneurship is essential to success in sports, academics, governments, and professionals are all interested in this field of study [18]. Government policies are greatly influenced by sport, and social businesses that are connected to football can be a part of social innovation projects. The efforts and creative methods employed by football social entrepreneurs are examined in this search collection item, along with their social influence on a neighborhood that is less fortunate [25]. Similarly, football has had such a big influence that it has been employed as the primary activity in creative social programs designed by organizations and governments to enhance the health of African inhabitants [24]. Furthermore, football has been used as a vehicle for mental health interventions and the

development of sexual health education from an entrepreneurial perspective [28].

In cluster 3, represented by the colour green, there are also 7 keywords such as football, entrepreneurship, management, innovation, and business. Football is related to numerous entrepreneurial operations, such as big tournaments, associations, sports clubs, and so on. Big football competitions may contribute to the growth of impoverished areas, which call for more creative ways to boost employment and sustainability [29, 30]. In a similar vein, notable national teams and competitions have been founded with the help of businesspeople [31].

There are five other terms in cluster 4, which is symbolized by the color yellow: football, power, community, participation, and migration. Over severe ethnic differences, football has emerged as a tool for fostering community relationships and fostering national and worldwide togetherness [32]. The accessible literature in our search collection indicates that professionals and academics have been interested in the issue of international cooperation utilizing football as a tool and a way of achieving goals in recent years [33].

In cluster 5, represented by the colour yellow, there are also 3 keywords such as football, sport and soccer. Sport, due to its democratic, educational, and inclusive nature, is a significant agent of social change and development [34]. This is why it is regarded as a necessary component in modern and developed cultures [35]. However, as a result of globalisation and the mediaisation of information in today's society, the influence of sport, particularly football, has spread to every corner of the globe. Because football attracts a lot of attention from the media and makes a lot of financial impacts, it might be promoted to less developed nations as a possible avenue for individual economic sustainability [36].

3. Conclusion

The results of this study advance our knowledge of the state and development of football entrepreneurship. Based on an examination of 26 papers in the SCOPUS database, this data is noteworthy since it gives a summary of the publications, authors, and journals with the highest number of publications and citations. The designation of the subject areas under investigation for study on football entrepreneurship has also been one of the most important contributions. This facilitates the identification of study subjects and areas of interest for scholars and researchers, as well as future research directions based on the evolution and condition of each of the designated clusters. They all focus on the same overarching theme, the entrepreneurial ecosystem that is football, but they take very different approaches to it. For example, one looks at social development from the perspective that football can even serve as a social elevator. Another takes a technical-health or sports performance approach. A third cluster focuses on

innovation in sports management.

There are at least two issues with the current study. The initial limitations of the database used to gather the papers for this study have been acknowledged, and the analysis relies on a rather limited selection of keywords. Second, despite the use of formal tools such as Mendeley, VOSviewer, and the PoP software, mistakes could still be discovered due to the subjective review process of the authors. Expanding the database and the keywords used in further studies will be beneficial if a larger sample size is employed. It is also advised to compare analysis results using different bibliometric analysis software.

Author Contributions

Conceptualization, M.P. and D.G.U.; methodology, H.P.E.; software, H.P.E.; formal analysis, H.P.E.; investigation, M.P.; writing—review and editing, H.P.E.; visualization, H.P.E.; supervision, M.P.; project administration, D.G.U.; funding acquisition, M.P. All authors have read and agreed to the published version of the manuscript.

Data Availability Statement

- Data available on request due to restrictions eg privacy or ethical: The data presented in this study are available on request from the corresponding author.
- Data is contained within the article.

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Institutional Review Board Statement

Not Applicable.

Conflicts of Interest

The authors do not have conflict of interest in writing this article.

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