
How Do Leadership, Business, and Entrepreneurship Evolve in the Digital Era through Global Research Insights? A Systematic Bibliometric Analysis

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Abstract:

Over the past decade, scholarly attention to entrepreneurship and leadership in the context of digital transformation has grown remarkably. Yet, the field remains fragmented, lacking an integrated perspective that connects its conceptual and empirical foundations. This study addresses that gap by providing a comprehensive bibliometric analysis of research at the intersection of entrepreneurship, leadership, and digitalization. Drawing on 9,433 peer-reviewed publications indexed in the Web of Science from 1994 to 2025, it applies the R-based Bibliometrix package and VOSviewer software to examine publication performance, citation networks, and thematic structures. The analysis reveals two dominant clusters: one centred on management concepts such as models, frameworks, and big data, capturing the strategic and organizational dimension of entrepreneurship, and another emphasizing innovation, performance, and technology, representing its technological and performance-driven orientation. Together, these clusters illustrate how innovation and digital advancement reshape entrepreneurial behaviour and leadership approaches in the modern business environment. The study offers an integrated and visual overview of the field's intellectual structure, identifies key contributors and emerging trends, and provides actionable insights for scholars seeking to understand how digital transformation continues to redefine leadership and entrepreneurship worldwide.

Keywords:

Digital transformation, entrepreneurship, leadership, innovation, business performance, bibliometric analysis, Bibliometrix, VOSviewer, research trends.