

A Scientometric Analysis Of Social Entrepreneurship

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Abstract: Impactful studies in social entrepreneurship area has garnered attention of the researchers in recent times. The interest and importance is generated in this area because of its nature in addressing social problems and welfare of the communities and societies. The study aims at providing insight on scientometric analysis in the domain of social entrepreneurship. The study further identifies researchers exploring sub domains considering parameters like publication language, outlook of publication patterns that changed every year, contextual journals to perform a literature review, primary subject areas in which research is being conducted, most productive institutes/universities, most productive countries where research is being conducted in the domain of social entrepreneurship and the most prolific authors in the area of social entrepreneurship. This study is a pathfinder for researchers with plans to conduct studies in social entrepreneurship domain by leading them to relevant scholarly journals and authors for greater impact.

Index Terms: Social entrepreneurship, scientometric Analysis, publication pattern, entrepreneurship, entrepreneurs, author's productivity, Institute/university productivity.

1. INTRODUCTION

The concept of social entrepreneurship has gathered steam in present scenario observed by Kostetska & Berezyak (2014) found that foundations and organizations were established to supplement social entrepreneurship theme based activities across the world. The Ashoka foundation can be an example. In the year 1980, Mr Bill Drayton started the process of funding entrepreneurs. This was one of cornerstone for emergence of social entrepreneurship. The basic objective of entrepreneurial phenomena is to bring economic developments that gathered immediate focus of researchers as the basic idea of social entrepreneurship is to engage everyone in social progress (Alvord et al., 2004). There are various kind of methods applied in research of social entrepreneurship but still it is lacking in any universal paradigm and "social entrepreneurship" as a term has been conceptualized in myriad ways (Dees, 1998). Thus different authors defined the term in different way. Dees and Anderson (2006) consider social entrepreneurship as organizations that evolve and grow by careful gambling with tricky situations clinching creative fronts during their challenging and inspiring journey while Wallace (1999) observed, creative leads taken by organizations taking practicality and promising into consideration have found permanent solutions to social problems that were in cross roads hoping to get solution but were far from reach it. By this observation of Wallace, we can understand social entrepreneurship need not always be seen as a concept but it can more of a process comprising of creative use and blend of resources utilizing opportunities that result in social change and meet vital needs (Carragher and Welsh 2015). First of all, social entrepreneurship surfaced in the year 1964 and the concept attracted researcher's attention in present time. It is assumed that social entrepreneurship focuses on

- Promoting societal welfare leading to creation of social values among people.
- Generating employment leading to prosperity and a healthy environment in society.
- Producing wealth by social entrepreneurship ideas.

Social entrepreneurship leads to welfare of the society. The social entrepreneurial theme adjusts to pressing needs of the people providing various packages of solutions for problems of everyone. It is on to people to make the best out of the opportunity in existing situation. Researchers will be able to observe combination of problems and solutions (Dees, 1998). Social entrepreneurship can be arguable on several points among researchers (Dacin et al. 2010) due to diffused and varied inferences of social entrepreneurship (Thompson; 2002). One category of researchers refers it as NGO seeking financial support to initiate activities that lead to social value delivery (Austin et al., 2006). Unlike other category of researchers consider it as the CSR (corporate social responsibility) activity of business houses (Sagawa & Segal, 2000; Waddock, 1988), while another category of researchers considers social entrepreneurship as a mode of social transformation and creating welfare for the society (Alvord et al., 2004).

Subhanjan Sengupta, Arunaditya Sahay, (2017) recognized three widely acknowledged variables that requires more attention from research communities in APAC countries. The three variables are institutional, contextual, and personal variables influencing the idea of social entrepreneurship. In continuum, Subhanjan and Arunaditya also emphasized requirement of focus in the areas of how social enterprises understand the market to create economic and social value as well as inclusion of social entrepreneurship in education. Creating group of skilled professionals for social enterprises was also stressed as an important area for research. Boris Urban, Leanne Kujinga, (2017), studied on social entrepreneurship (SE) and found requirement for more studies to identify factors affecting an individual's performance in the institutional environment. The study also observed that regulatory factors are created a favorable environment in terms of project feasibility and attractiveness for a social entrepreneur to utilize opportunity. The study by (Boris et al 2017) also focused on role of institutional environment in development of intention towards pursuing social entrepreneurship venture. Scientometrics analysis means, a

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study based on quantifying the ways of assessing and examining a subject from a both researcher and entrepreneurial perspective (Schwarze et al. 2012). Scientometric studies help in advancement and evolution of academic discipline (Lewis et al. 2007; Straub 2006) and renders a foundation for demarcating and discussing, upcoming scholarly research schedules (Serenko and Bontis 2004). The study forms an assumption that scholarly studies get highlighted by journal publication. Scientometric analysis use empirical measures to examine the result of a particular domain. A scientometric analysis provides holistical view of research direction and patterns with respect to publication patterns, most active country, most productive university/institute, research impact, major subject areas which influence the field, the most recognized journal of this field and the prominent keywords used in the area of research. Furthermore, scientometric, as a research analysis tool influences wealth distribution across various research based organizations (Vob and Zhao 2005) facilitating to observe funding received by research. The bibliometric study conducted by Rey-Martí, et al. (2016) on 2984 documents collected from web of science and found that English retains top spot with broad linguistic coverage for publication purposes in the field of business economics. "Journal of Business Venturing" published articles on social entrepreneurship in considerably more numbers than any other journal. Granados et al. (2011) conducted a bibliometric study and presented an in-depth review of literature on social organization and entrepreneurship literatures. They inferred, UK and USA were the dominating countries in social entrepreneurship research and observed that most of the research papers were theoretical and descriptive in nature. There was wider difference in the approach of men and women entrepreneurs and it was found that women become entrepreneur because of income difference between men and women (Welsh, 2014). Although researchers demonstrated some inclination in the area of social entrepreneurship, but investigation on social entrepreneurship drawing conclusions based on quantitative analysis is less. Researchers are still in quest for finding the numbers and patterns of research conducted in social entrepreneurship domain (Peredo & McLean, 2006). Thus, developing an instrument that measures quantitatively in the domain of social entrepreneurship can be observed as a major contending spot for researchers to achieve (Short et al. 2009). This limitation is the reason to launch studies in the field of social entrepreneurship also validating the requirement for the current study. The flow in rest of the paper consists of research methodology followed by analysis, conclusions, limitations and future scope for research in a systematic presentation.

2 RESEARCH METHODOLOGY

Scopus database was the source of research articles collection. Scopus database consists of 20,000 journals with systematic peer-review process across various domains of science, social sciences, medicine, technology arts and humanities (Fahimnia et al 2015). Scopus also comprises of eminent publishing houses viz. Elsevier, Emerald etc. With access to wide array of citations and abstracts, we decided to restrict the study's source with Scopus. In Scopus database, a search was launched based on title, abstract, and keywords of articles. In this study, the query launched on the basis of keyword search was "Social entrepreneurship". Document

type requested was article and the year timeline was set from the year 1995-2016. The articles were downloaded in the month of May (2016). These search attempts lead us to page with 3384 investigations on social entrepreneurship.

Table 1. Publication Pattern

Year	No of Publications	Percentage
2016 (May)	139	4.11
2015	464	13.71
2014	483	14.27
2013	406	12.00
2012	358	10.58
2011	282	8.33
2010	283	8.36
2009	190	5.61
2008	126	3.72
2007	110	3.25
2006	111	3.28
2005	73	2.16
2004	33	0.98
2003	44	1.30
2002	54	1.60
2001	53	1.57
2000	34	1.00
1999	41	1.21
1998	29	0.86
1997	25	0.74
1996	24	0.71
1995	22	0.65

The year wise publication pattern of these articles is shown in table1. Out of these 3384 articles 3287 were journal articles, 75 book series, 15 trade publications and 7 conference proceedings which is depicted in table 2. There is growing trend in number of articles published year after year and it is positive sign for a field of research work.

In table 2 it can be observed that more articles were published in journals (97.13%).

Table 2. Source Type

Source Type	No of papers	Percentage
Journals	3287	97.13
Book Series	75	2.22
Trade Publications	15	0.44
Conference Proceedings	7	0.21

The reason may be importance given to journals than any other source of publications among the academic community. From the figure 1 it is clear that there is an increasing trend in the publication frequency of articles.

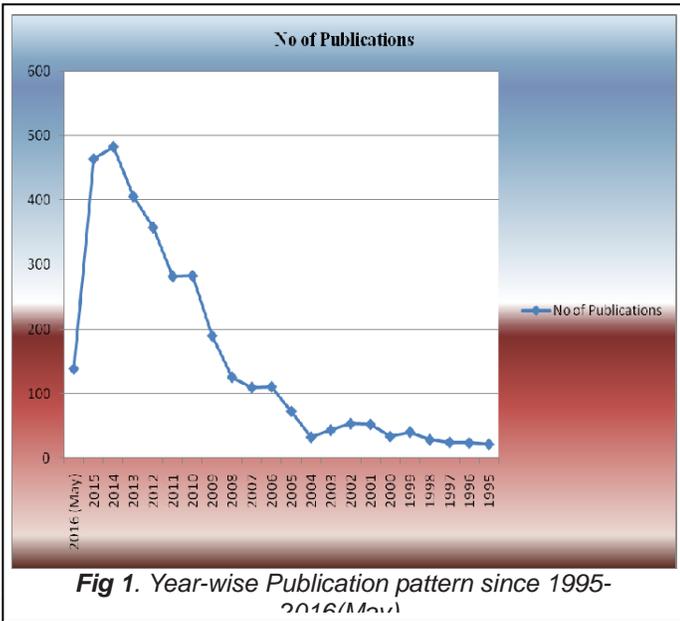


Fig 1. Year-wise Publication pattern since 1995-2016

From the table 3, it can be concluded that English language is universally acceptable because of its wider readership and understanding by most of the people all over the world in the research field particularly in social entrepreneurship due to the fact that journals provided wide coverage of publications in English

3.2 Subject wise distribution of articles

In order to observe the consistency in social entrepreneurship field of studies, the contribution of general subjects had to be examined. This facilitates performing logical deduction on subjects that are widely prevalent. The data in Table 4 depicts certain intriguing approaches made in various discipline. As guessed, more studies conducted on social entrepreneurship emerged from the disciplines of business, accounting, management and social science. Considerably big percentage of Economics, Econometrics and Finance research demonstrated the importance of finance in social entrepreneurship field. As already mentioned, that social entrepreneurship is working towards the social welfare of the society which is not possible without finance, these results indicated the importance of business management and accounting for social entrepreneurship research.

In the article, by and large the authors maintained equality of social entrepreneurship studies and patterns of publications. First, authors recognized languages in which the articles have been published, second it was found that the area of science played key role in the growth social entrepreneurship studies. Lastly, authors picked nations that churned out more studies in varied publication patterns.

3.1 Language wise distribution of articles

From the table 3, In the field of social entrepreneurship, it is clear that English is the prime language among the researchers. It contributed 94.44 % of total publication. The Spanish, Portuguese and French languages played key roles after English in publishing the articles in social entrepreneurship domain. There were articles pointing towards social entrepreneurship in other languages also but they are very less in numbers.

Table 3. Language wise distribution of articles

Language	No of papers	Language	No of papers
English	3196	Italian	3
Spanish	93	Polish	3
Portuguese	49	Japanese	2
French	26	Malay	2
Croatian	12	Slovak	2
German	12	Afrikaans	1
Lithuanian	10	Catalan	1
Slovene	8	Greek	1
Russian	7	Hungarian	1
Chinese	6	Norwegian	1
Czech	5	Persian	1
Ukrainian	4	Swedish	1
Bosnian	3	Turkish	1
Dutch	3		

Table 4. Top 10 Subject areas

Subject areas	No of Publications
Business, Management and Accounting	1799
Social Sciences	1424
Economics, Econometrics and Finance	1020
Arts and Humanities	276
Environmental Science	185
Engineering	140
Psychology	128
Medicine	122
Decision Sciences	115
Computer Science	81

The output in the table 4 point at certain articles that didn't confine to only one subject. This led to the rise in number as highlighted in the table 4

3.3 Author Productivity

Data was collected from stored files to examine the level of author's productivity. The subject area of the author was initially followed by number of times these authors were shown was observed. Measurement of individual research productivity is very difficult task. There are different methods to measure the research productivity either in terms of number of publications or it could be based on number of citations even it can also be based on h-index.

Table 5. Top 10 Authors

Author	No of Papers
Smith, R.	15
Williams, C.C.	15
Urbano, D.	14

Ratten, V.	14
Dana, L.P.	12
Anderson, A.R.	12
Mair, J.	8
Nadin, S.	8
Klyver, K.	8
Nijkamp, P.	8

In Table 5, from 1 to 10 authors are listed in addition to their publication details. In this article, we presented productivity on the basis of number of publications because it is one of the easiest and acceptable patterns. The citations and h-index based productivity is not suitable because it is biased for new researcher's publication details. It is evident that Smith, R. & Williams, C.C. publishing 15 articles each dominates in the given the record, accompanied by Urbano, D. and Ratten, V., each having 14 publications. Although all these authors are contributing highest number of papers in the field of social entrepreneurship still their contribution is very less with only 3.37 % of the total publications. Top two authors belong to UK which is also the second highest publishing country in the field of social entrepreneurship.

3.4. Contributing Countries

In table 6, we can observe considerably high number of published articles were written by scholars at US (27.16%). Then second lead is taken by from UK with 15.19%. This pattern is also supported by the previous study of Rey-Martí et al. (2016). The reason could be the publication of most of the good journals from these two countries. The main observational point is the difference was not considered on the basis of author's nativity or being visiting scholar working at an academic institution in a country. However, US and UK occupy the top slot as they actively continue to fund innovative research initiatives supported by (Kumar & Kushwaha, 2015).

Table 6: List of top 20 Nations

Nations	Number of Papers	Nations	Number of Papers
US	919	Finland	86
UK	514	Italy	85
Spain	188	India	81
Canada	161	South Africa	64
Australia	154	Malaysia	61
Netherlands	124	Denmark	61
Germany	116	Brazil	56
Sweden	94	New Zealand	56
France	89	Russian Federation	49
China	86	Iran	43

Bibliometric methods were used in their study. It is also clear from the table 6, that these top 20 countries are contributing about 92% of the total articles included in this study.

3.5. University/Institute productivity pattern

In this section, the efficiency of university/ institutions with respect to number of articles published was analyzed. Table 7 highlights Robert Gordon University from UK churn out impressive number of 30 papers followed by Indiana University USA contributing 27 articles.

Table 7. Top 20 University/Institutes

University/ Institute	No of Papers	University/ Institute	No of Papers
Robert Gordon University	30	Lancaster University	19
Indiana University	27	University of Oxford	19
Vrije Universiteit Amsterdam	24	University of Cambridge	19
University of Sheffield	23	Universidad de Sevilla	18
University of Strathclyde	23	Copenhagen Business School	17
Universidad Autonoma de Barcelona	22	Lunds Universitet	17
University of Leeds	21	Pennsylvania State University	16
Universitat de ValEncia	20	Imperial College London	16
Syddansk Universitet	20	George Mason University	16
New York University	19	University of Tehran	16

The highest publication numbers turned out to be from UK institutes/universities. (See Table 7). Across the world the leading 20 institutions/universities catered to 12% of the overall articles published

3.6. Publication sources Pattern

In this part, authors evaluated the accomplishments of various publications and their sources. In table 8, it is decipherable that one journal named "International Journal of Entrepreneurship and Small Business" published more papers. Holistically it is 2.6% of all articles followed by Entrepreneurship and Regional Development journal that contributed about 2.30%. The leading 20 publications sources constitutes to 26%. The contribution by these sources are surpassed ¼ th of total publications. The publication source played prominent role in academic research and it aided measuring importance of a journal. There are different methods of measuring importance of a journal. One method is to compare the journal with other journals according to the quartile of research field. All those journals which falls in the first quartile are most relevant and important journals while all those journals in the fourth quartile are least important. Thus if there are 1000 journals in a given field then first quartile would be 1 to 250 and fourth quartile would be 751 to 1000. Thus if the journal is in the first quartile it means journals are having high impact factors and important for in the area of research.

Table 8. Top 20 Publication sources

Journal Name	No of Paper
International Journal of Entrepreneurship and Small Business	88
Entrepreneurship and Regional Development	78

Development	
Mediterranean Journal of Social Sciences	64
Journal of Social Entrepreneurship	56
Journal of Business Venturing	54
International Journal of Entrepreneurial Behaviour and Research	53
Entrepreneurship Theory and Practice	48
Journal of Enterprising Communities	45
Small Business Economics	44
International Small Business Journal	44
Journal of Business Ethics	43
International Entrepreneurship and Management Journal	35
International Journal of Business and Globalization	31
Education and Training	30
Journal of Entrepreneurship	29
Journal of Developmental Entrepreneurship	29
Research Policy	26
Journal of Small Business and Enterprise Development	25
Technovation	21
Technological Forecasting and Social Change	19

United States	128	Entrepreneurs	73
Education	127	Organization and management	73
Economics	115	Employment	67
Entrepreneurialism	111		

By collecting the appearance of keywords in continuous time periods, we can explore potential for future research patterns. From the table the top keywords included Entrepreneurship, Entrepreneur and Social entrepreneurship.

4 CONCLUSION

The study found adequate evidences on establishing social entrepreneurship as a unique research sub domain under the primary domain of entrepreneurship. It is proved by observing the growth rate of publications year after year for papers on social entrepreneurship. The study employed a scientometric analysis in the domain of social entrepreneurship research rooted by a wide spread of data on published articles that can be classified by their published time lines (1995 to 2016 – May), specific contributions on the basis of respective contributions, published in the period from 1995 to 2016(May). A posteriori finding of this analysis gave a new insight into broad layout and wide array of publications. By final analysis output we can infer that big share of social entrepreneurship publications emerged from US, UK, Canada, Australia and Spain. Wide range of articles converged around social science, business, management, econometrics, finance areas. Research is conveyed primarily through journal papers, that is considered better than conference papers. International Journal of Entrepreneurship and Small Business with 88 articles, issued more copies in the area of social entrepreneurship. The most productive social entrepreneurship authors are Smith, R. and Williams; C.C. each contributing 15 articles while most productive institute is Robert Gordon University from UK. Going ahead, present study titles, keywords and their inter-relationships were observed. Evidently, scientometrics outputs facilitate creation of the platform for useful discourses. It also helps in framing the future plans for scholarly studies in social entrepreneurship domain. At the execution level, procedure of scrutinizing and reviewing wide variety of publications leads a researcher to chart a bird's eye view of a particular domain. In case of a structured literature review it is not possible. Thus, this research based on scientometric analysis provides a credible platform for researchers to focus on sub domains and sources for publication. This study highlights studies with strong impact by displaying a rationally structured anatomy of social entrepreneurship domain. The study found present status of the domain is happening in theoretical development, confirmative testing and substantiation promoting higher understanding of the discipline's scope.

5 LIMITATIONS AND FUTURE RESEARCH SCOPE

No study can be perfect. It is crucial to notice that the area of social entrepreneurship is in its early stage and broad diverse research questions are still unanswered. What is the difference between developed and developing countries with respect to social entrepreneurship research? Which factors are leading to emergence of social entrepreneurship area?

Furthermore, the journal named "International Journal of Entrepreneurship and Small Business" is publishing articles since 2004 and currently publishing 12 issues in a year while Entrepreneurship and Regional Development published articles since 1989 and every year it publishes only 10 issues.

3.7. Keywords Analysis

Here Authors analyzed words that were frequently mentioned in article titles and keywords. Table 9 highlights most frequently appearing 25 keywords that found its way among titles and keywords of papers published. Keywords analysis assists in identification of research trends. Broadly speaking, keywords are employed to provide brief synopsis in segregating subject matter of scientific publication.

Table 9. Top 25 Keywords

Keywords	Frequency	Keywords	Frequency
Entrepreneurship	1070	Economic development	101
Entrepreneur	478	Gender	98
Social entrepreneurship	397	United Kingdom	86
Social capital	273	Human capital	83
Article	234	Sustainability	80
Innovation	210	Sustainable development	77
Commercial phenomena	190	Social networks	76
Human	173	China	76
Humans	151	Social enterprise	76

What relationship exists amongst social entrepreneurship and societal development, and further how social entrepreneurship can cater towards societal progress.? Furthermore, the articles were collected from Scopus. In this process, the study might have also missed some good articles that didn't surface in Scopus database. Future studies can focus on collecting details of authors publishing in the area of social entrepreneurship and analyse their organization of networks. Studies can also make an attempt to draw relationship amongst the authors and patterns of topics selected. These studies can use enhanced data visualization methods. Future studies can also examine the collaboration patterns amongst the researchers from academia and industry professionals. This helps to measure the impact of industry practices on social entrepreneurship research. Network pattern studies may also reveal gap that hasn't been explored in social entrepreneurship domain. Future studies can also promote tie-ups by identifying areas that didn't have collaborations.

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