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### RESEARCH ARTICLE

## UNCOVERING RESEARCH PATTERNS IN AGRIPRENEURSHIP: A BIBLIOMETRIC ANALYSIS

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#### Abstract

Agripreneurship refers to the integration of entrepreneurial activities with agriculture and allied sectors. It is a strategic movement to eradicate poverty and unemployment prevailing in a nation. And thereby contribute to sustainable agricultural transformation and rural development. Though agripreneurship has gained scholarly attention, the literature remains fragmented across disciplines and regions. The present study aims to provide a bibliometric view of agripreneurship from 1992 to 2026. The data for analysis is collected from Scopus database. A total of 426 articles gathered from scopus database is considered for the study. Bibliometric analysis including publication trends, relevant authors, influential articles, pioneering journals, major contributing nations were performed using biblioshiny and VOS viewer. The study found that there is a rapid growth in research output after 2016 with moderate international engagement and more collaborative authorship. India, China and United States are the major contributed countries on agripreneurship research. Keyword co-occurrence and item density map identified major themes as entrepreneurship, agripreneurship, agribusiness, sustainable development, rural development and food security. The study concludes that agripreneurship is an emerging yet increasingly consolidated research domain with strong development orientation and significant scope for future interdisciplinary expansion.

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#### Introduction: -

Agriculture sector is an important pillar of economic development. It supports the livelihood, employment, food security of every nation. Nowadays, traditional views on agriculture have gradually shifted to more entrepreneurial and market-oriented perspective. This strategic shift given rise to the concept of agripreneurship. Agripreneurship can be considered as an engine of growth in many developing countries and played a significant role in eliminating poverty and improving the economic growth. (Bannor et al., 2021, p. 2). Agripreneurship development therefore is defined as the process whereby people are taught agripreneurial knowledge, skills and competencies that are

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required to start and manage an agribusiness successfully.(Otache, 2017, p. 477). Agripreneurship has its root in the fields of agriculture and entrepreneurship. Hence, it is coined from two different words: agriculture and entrepreneurship.

Agripreneurship can be defined as the ability and willingness of a person to recognize viable agricultural business opportunity, gather resources, establish and manage the resulting agribusiness successfully(Otache, 2017, p. 476).The concept of agripreneurship integrate agricultural activities and entrepreneurial principles for promoting innovation, marketing, value addition and sustainable rural development. It can be considered as a strategic movement to solve the problems of poverty, unemployment, underemployment, rural-urban migration and structural inefficiencies in agricultural value chain.(Kazungu & Kumburu, 2023)Commercialisation of agriculture sector is an important pathway for income generation. Production of market oriented crops and targeting high value markets can significantly contributes to poverty reduction and employment generation.(Akrong et al., 2020, p. 571)

**Statement of problem: -**

Agripreneurship has emerged as a promising approach for transforming agriculture into a dynamic, market-oriented sector capable of generating employment, enhancing productivity, and promoting sustainable rural development. The Sustainable Development Goals (SDG) and policy initiatives to rural entrepreneurship development have intensified the relevance of agripreneurship. Agripreneurship can play a significant for converting agriculture into a stable and profitable sector. Scholarly contribution to agripreneurship is in a growing stage and fragmented across diverse disciplines, journals and regions. And so, it is essential to have a consolidated understanding of field's intellectual foundations, dominant research themes, influential contributors, and evolving trends. This comprehensive analysis will help to identify the knowledge gap and future research directions.

**Significance of the study: -**

The present study offers a systematic synthesis of literatures on agripreneurship using bibliometric analysis. It helps to understand the evolution, growth, research trends and other research contributions in the field of agripreneurship. Thus, this study provides a comprehensive overview and research navigation of the agripreneurship research from 1992 to 2026 based on quantitative techniques. The study contributes to the advancement of agripreneurship as a distinct academic field by understanding the intellectual structure and interdisciplinary linkages.

**Objectives of the study: -**

The primary objective of the study is to systematically evaluate the evolution, thematic development, intellectual and conceptual structure of agripreneurship research

**The specific objectives are as follows:**

1. To examine the publication trends and growth trajectory of agripreneurship research during period under study
2. To identify the most contributing authors and influential journals in the area of agripreneurship research
3. To analyse the intellectual foundation of agripreneurship research
4. To identify the major research themes and conceptual structure of agripreneurship research
5. To identify the research trends in agripreneurship research

**Research Methodology: -**

The researcher adopted bibliometric research design for systematically analysing the literature in agripreneurship domain. Scopus database was used for gathering existing literature on agripreneurship. Bibliometric analysis enables the systematic description, evaluation, and monitoring of scholarly output, with the goal of constructing a thorough overview of the research landscape.(Narong, 2026) Bibliometric analysis is a quantitative method for analysing the literature based on citation, publication, thematic evolution, performance and intellectual structure.

**Data Collection: -**

Using the keyword "agripreneurship", "agricultural entrepreneurship" and "agro-entrepreneurship" used and relevant publications were retrieved from Scopus data base on 11<sup>th</sup> May 2026. Journal articles published during 1992 to 11<sup>th</sup> May 2026 was considered for the study. The researcher identified 426 documents across 160 sources. Full records and cited references were exported for analysis. The bibliometric analysis was carried out using Bibliometrix (Biblioshiny) and VOS viewer, which are widely used tools for bibliometric and network analysis. The search string for the retrieval of data is as follows:( TITLE-ABS-KEY ( "agripreneurship" ) OR TITLE-ABS-KEY ( "agricultural entrepreneurship" ) OR TITLE-ABS-KEY ( "agro-entrepreneurship" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) OR

LIMIT-TO ( DOCTYPE , "ch" ) OR LIMIT-TO ( DOCTYPE , "cp" ) ) AND ( LIMIT-TO ( SUBJAREA , "ECON" ) OR LIMIT-TO ( SUBJAREA , "SOCI" ) OR LIMIT-TO ( SUBJAREA , "AGRI" ) OR LIMIT-TO ( SUBJAREA , "BUSI" ) OR LIMIT-TO ( SUBJAREA , "ENVI" ) OR LIMIT-TO ( SUBJAREA , "MULT" ) OR LIMIT-TO ( SUBJAREA , "EART" ) OR LIMIT-TO ( SUBJAREA , "ARTS" ) ).This is how document type filter and subject area related to commerce and management filter is applied for the study. Only articles, book chapters and conference proceedings are considered for the study. No language filter, country filter, year filter is done to get gather maximum research contribution in the research domain.

**Analysis and Interpretation: -**

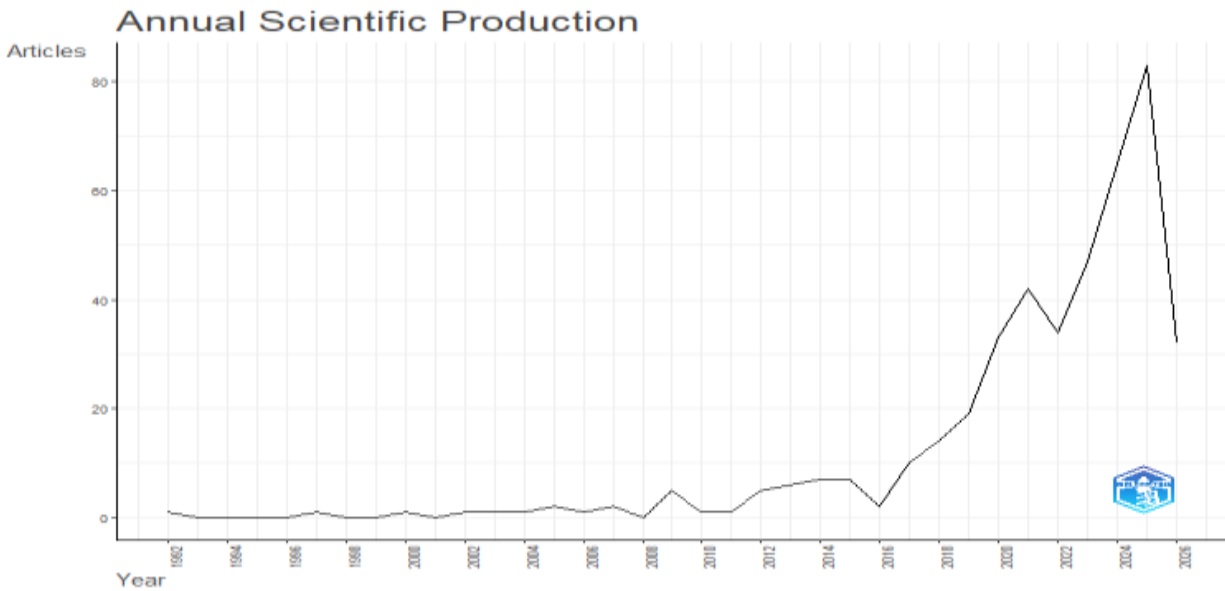


Figure 4.1 showing Bibliometric indicators for agripreneurship research.

**(Source: Biblioshiny)**

The annual scientific production graph shows the evolution of agripreneurship research from 1992 till 11<sup>th</sup> may 2026.It reveals an evolutionary pattern of scholarly contributions to agripreneurship. During the initial phase (1992 to 2009), publication output remained very low. It reflects a nascent stage of agripreneurship .A distinct structural shift is observed from 2009 onwards, marked by a stable and steady increase in research output indicating growing academic and policy interest in agripreneurship.It has reached its peak in 2025.Overall, the trend demonstrates a strong and sustained growth pattern, supporting the observed high annual growth rate and underscoring the increasing relevance of agripreneurship in contemporary academic and policy discourse.

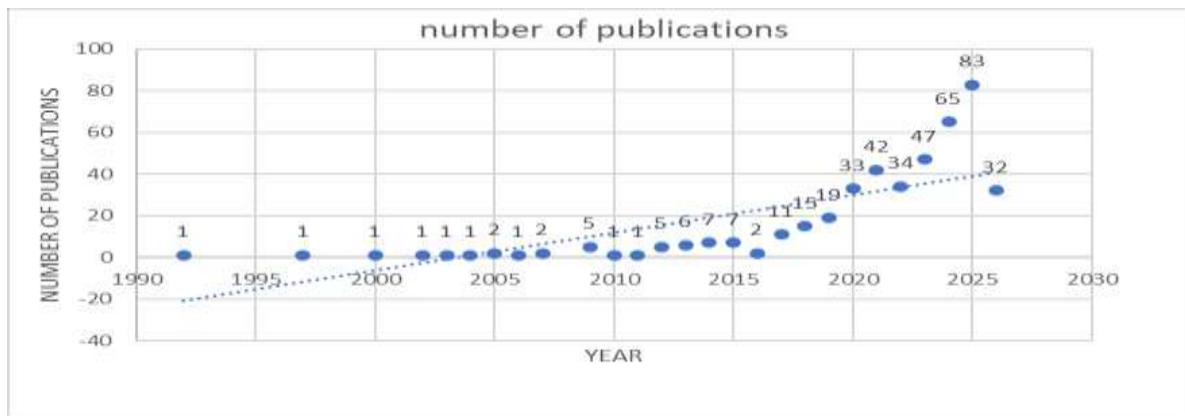


Figure 4.2 showing the year wise publications in agripreneurship research.

**(Source: Biblioshiny)**

Figure 4.2 shows the number of publications in the area of agripreneurship from 1992 to 11<sup>th</sup> may 2026. It demonstrates a low, gradual and incremental development of agripreneurship research during the initial period from 1992 to 2009 onwards, with total publications increasing slowly from 1 to 5, indicating a prolonged nascent phase of the field. A gradual expansion is visible from 2009 where publications increased from 5 publications to higher numbers, as a beginning of a rapid expansion phase. An accelerated growth continues in the subsequent years, with 11 publications in 2017, 15 publications in 2018, 19 publications in 2019. And it has reached 83 publications in 2025. It reflects the increasing maturity of agripreneurship as a research domain. Overall, the growth trajectory highlights a transition from slow emergence to sustained growth, underscoring the strengthening scholarly attention and long-term research momentum in agripreneurship studies.

**Table 4.3 showing the most productive sources (journals)**

Sources	Rank	Frequency	Cumulative Frequency
Ekonomika APK	1	12	12
Journal of Rural Studies	2	12	24
Sustainability	3	12	36
Agripreneurship And the Dynamic Agribusiness Value Chain	4	8	44
Heliyon	5	7	51
Indian Journal of Extension Education	6	7	58
Journal of Agribusiness in Developing and Emerging Economies	7	7	65
E3s Web of Conferences	8	6	71
Iop Conference Series Earth and Environmental Science	9	6	77
Scientific Reports	10	6	83
Agriculture Switzerland	11	5	88
Development in Practice	12	5	93
Frontiers in Sustainable Food Systems	13	5	98
Journal of Enterprising Communities	14	5	103
Journal of Small Business and Enterprise Development	15	5	108

**(Source: Biblioshiny)**

Table 4.3 shows the most significant journals contributing to the area of agripreneurship research. The table revealed the multidimensional nature of the research domain. The leading contributors are Ekonomika APK, Journal of Rural Studies and sustainability with 12 publications each. It shows the integration of agripreneurship domain with rural entrepreneurship, rural development, sustainability etc... Journal titled "Agripreneurship and The Dynamic Agribusiness Value Chain" with 8 publications holds fourth position. Heliyon, Journal of Agribusiness in Developing and Emerging Economies and Indian Journal of Extension Education holds fifth, sixth and seventh positions with 7 publications each. The inclusion of journals and conference proceedings shows the interconnection of agripreneurship with practical and policy driven dimensions of agricultural development. The other journals also showed the multi-disciplinary nature of the research domain.

**Table 4.4 showing the Most relevant authors in the area of agripreneurship**

Authors	Articles	Articles Fractionalized
Mcelwee G	6	2.66666667
Singh R	6	1.11590909
Kouandou A	5	3.5
Nain Ms	5	0.86590909
Singh P	5	1.17619048
Wale E	5	2.33333333
Chakraborty M	4	1.45
Gittins P	4	2.25
Adeyanju D	3	0.64285714
Bannor RK	3	1.2

(Source: Biblioshiny)

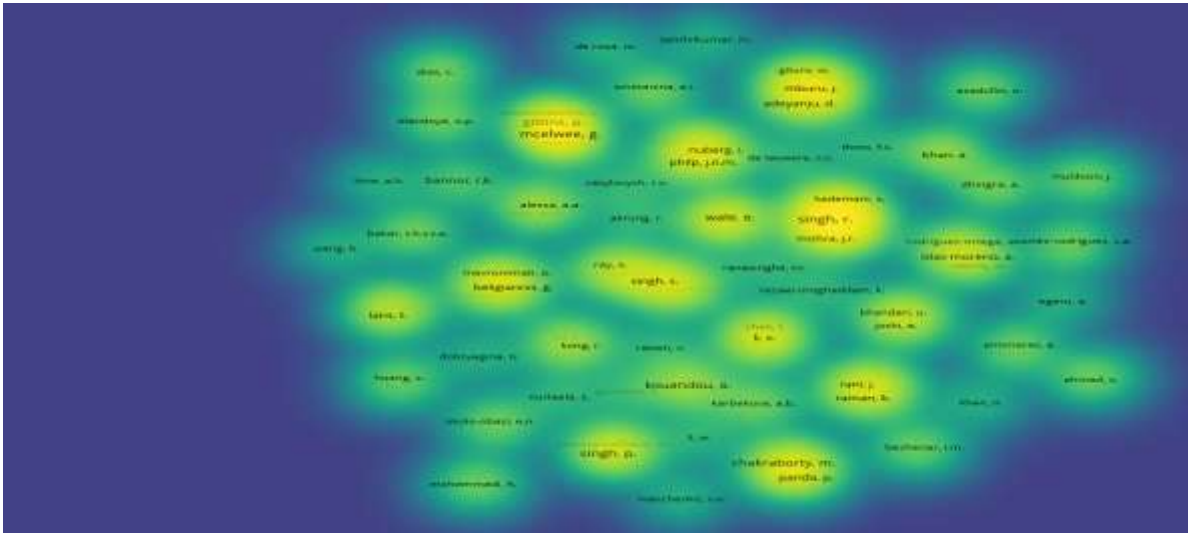
The analysis of most relevant authors depicts the important contributors in the area of agripreneurship domain. It shows the central and influential role of various authors who shaped the research domain. Mcelwee G and Singh R are the most productive authors with 6 publications each. Among them, Mcelwee G has the highest fractionalised contribution (2.67) than Singh R (1.11) indicating the strong individual contributions. Kouandou A, Nain Ms, Singh P and Wale E have 5 publications each. Among all the authors Kouandou A (3.5) has the highest articles fractionalised. Whereas lowest articles fractionalised shows the collaborative nature of the authors reflecting the interdisciplinary and cooperative nature of agripreneurship. Findings indicate that intellectual structure of agripreneurship research is driven by a relatively small number of scholars.

**Table 4.5 showing the Most global cited documents in the area of agripreneurship**

Author	Year	Title of paper	Total Citations	TC per Year	Normalized TC
NURLAELA S, E3S WEB CONF	2021	The Motivation of Young Chili Farmers in Sandy Land of Special Region of Yogyakarta, Indonesia	3	0.5	10.5
YIHUA P, E3S WEB CONF	2023	Concept development of Sino-Russian cross-border agricultural entrepreneurship	3	0.75	47
GUIHUA X, 2021, E3S WEB CONF	2021	The Impact of Social Capital on Entrepreneurial Performance in Agriculture	3	0.5	10.5
WULANDARI R, 2025, E3S WEB CONF	2025	Motivation of the Young Farmer in Agricultural Entrepreneurship	3	1.5	83
VORONIN BA, 2021, E3S WEB CONF	2021	Performance management of agricultural entrepreneurship	3	0.5	10.5
AGAMAGOMEDOVA S, 2021, E3S WEB CONF	2021	Administrative and legal measures to stimulate entrepreneurship in agriculture	3	0.5	10.5

(Source: Biblioshiny)

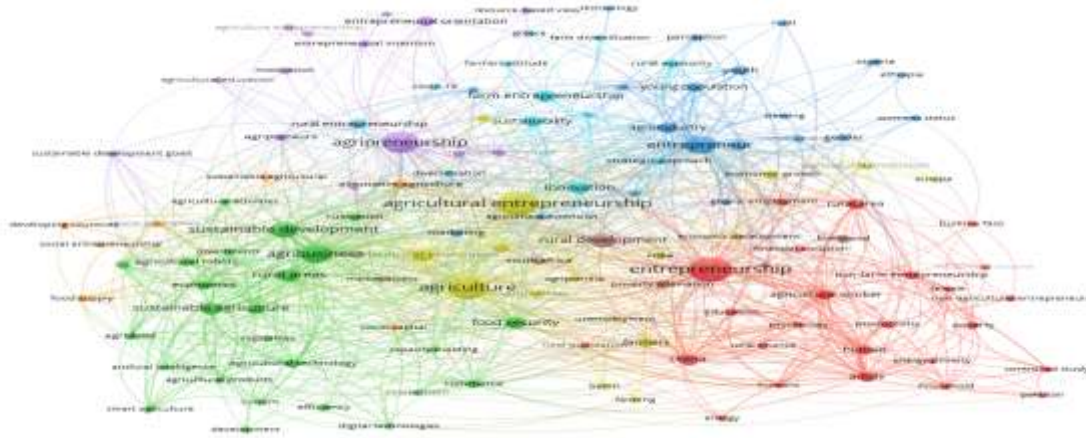
The most global cited documents reveal the intellectual structure of agripreneurship domain. Though the total citations (3) are same for each paper, the difference in the normalised Total Citations shows the relative importance of each paper. The major themes in the area of agripreneurship research are agricultural entrepreneurship, young farmer motivation, policy support, entrepreneurial performance and social capital. It indicates that the research field is more inclined with rural development, youth and institutional support. Among the research papers, article titled "Motivation of the Young Farmer in Agricultural Entrepreneurship" by Wulandari R has the most scholarly influence with highest number of Normalised total citations. The dominance of E3S Web of Conference among all platforms indicates significant role of conference proceedings in disseminating the research output in the domain. The overall citation pattern reflects that agripreneurship is a developing area of research.



**Figure 4.6 showing the Author co-citation density visualisation**

(Source: Vos Viewer)

The above figure depicts the intellectual concentration and influential authors of research domain. The colour variations indicate the strength or density of authors. The yellow colour shows the most influential authors in agripreneurship. Green colour represents moderate influence and blue colour represents comparatively lower contribution. The higher concentration in the central region indicates that agripreneurship is characterised by closely interconnected intellectual structure, with many authors contributed to the field. Most influential authors are Singh R, Mclwee, Singh S, Adeyanju, Mburu J, Chakraborty M, Kouandou A who appears in the densest region in yellow colour. The map reveals several interconnected groups indicating the collaborative and thematic clusters including institutional support, agricultural development and entrepreneurial behaviour within the domain. Overall, the density visualization demonstrates that agripreneurship research is supported by a relatively concentrated group of influential scholars whose work forms the intellectual core of the field.



**Figure 4.7 showing keyword co-occurrence network**

(Source: Vos Viewer)

The keyword co-occurrence map shows the intellectual structure in the agripreneurship. It demonstrates the relationship between frequently used keywords in the domain. In the diagram, each node represents a keyword and the size of node indicates the frequency. The connected lines indicate the co-occurrence of keywords and different colours indicates thematic clusters. Here, the central nodes are agricultural entrepreneurship, agripreneurship, entrepreneurship, sustainable development and farm entrepreneurship. These themes constitute the major intellectual foundation of the field.

The green cluster is primarily associated with themes such as sustainable development, agribusiness, sustainable agriculture, food security, agricultural technology, and digital technologies, indicating strong scholarly attention toward sustainability-oriented agricultural innovation and technology-driven rural development. It mainly focuses on environmentally sustainable agribusiness models and smart agriculture practices. The red cluster is associated with themes related to entrepreneurship, poverty, agricultural workers, rural finance, non-farm entrepreneurship, and livelihood development. It underlines the socio-economic and developmental dimensions of agripreneurship.

The blue cluster centres around keywords such as entrepreneur, youth, rural economy, agri-industry, women's status, and economic growth, highlighting research related to demographic participation, youth engagement, and entrepreneurial ecosystems within rural economies. Finally, the purple cluster includes themes such as entrepreneurial intention, entrepreneurial orientation, motivation, rural entrepreneurship, and agricultural education, indicating a growing focus on behavioural and educational perspectives in agripreneurship research. It explores the psychological, motivational, and skill-development factors influencing entrepreneurial participation in agriculture. Overall, agripreneurship research domain is highly multidimensional and interdisciplinary, integrating perspectives from entrepreneurship, sustainability, agricultural economics, rural sociology, and development studies.

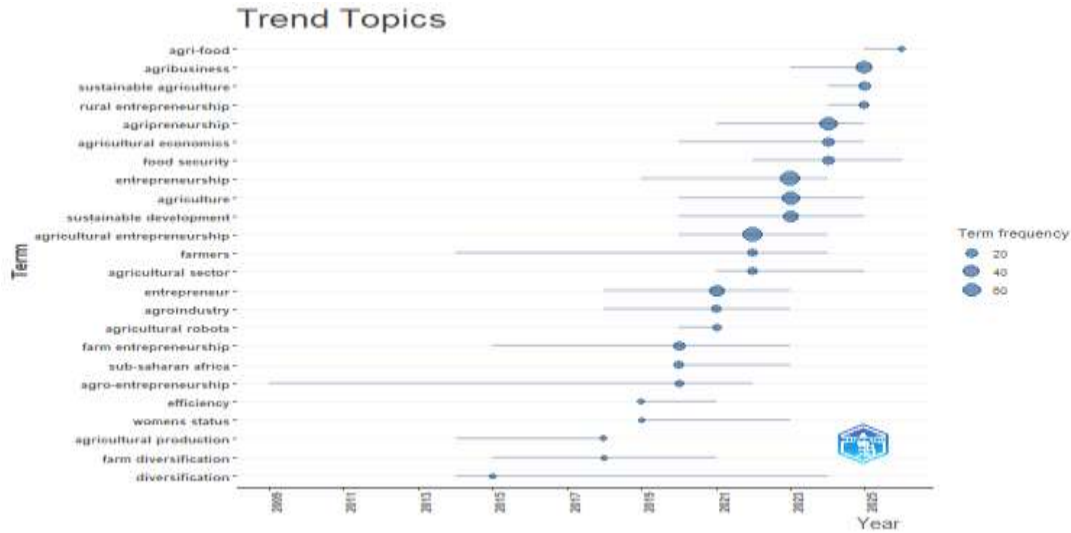


Figure 4.8 showing the trend topics in agripreneurship

(Source:Biblioshiny)

Trend topics diagram illustrates the temporal evolution of major themes of aripreneurship.It identifies horizontal line represents the period of keyword’s popularity and the nodes represents the frequency of using a particular keyword.The diagram identified that agripreneurship research has grown from a traditional agricultural and rural development towards themes relating to sustainability, Innovation and technology-based development in agripreneurship.Agro- entrepreneurship,diversification, farmers are the keywords which last for longer periods.Aagripreneurship,entreprenurship, agriculture,agricultural entrepreneurship are the most repeated keywords.The increased importance to agri-food ,food security,sustainable agriculture shows the alignment of agripreneurship with Sustainable Development Goals (SDG).Overall, the research domain has grown into a multi-disciplinary and dynamic research field with high thematic diversity and policy support.



Figure 4.9 showing the word cloud in agripreneurship

(Source:Biblioshiny)

Word cloud also visualises the frequently used keywords in agripreneurship research domain. It provides an overview of conceptual themes of agripreneurship. The size of words indicates the relative importance in the literature. The most dominant keyword is “entrepreneurship,” followed by “agriculture,” “agripreneurship,” “entrepreneur,” and “agribusiness.” These core terms confirms that agripreneurship research is closely associated with innovation, development and market-oriented agricultural transformation. The other visible terms are “sustainable development”, “rural development,” “food security,” “sustainable agriculture,” and “agricultural economics”. It indicates the strong connection between agripreneurship and broader sustainability and development agendas. It reveals that agripreneurship is considered as a strategic mechanism for addressing rural poverty, employment generation, economic diversification, and sustainable food system. The emergence of contemporary

and policy-oriented themes such as “sustainability,” “agricultural technology,” “farmers,” “agri-industry,” and “agricultural sector” These keywords suggest that recent agripreneurship research is increasingly focusing on technological innovation as well as digital transformation within rural economies.

**Discussion: -**

The bibliometric analysis of “agripreneurship” research has experienced substantial growth over the last decade, particularly after 2016. The sharp increase in annual scientific production indicates growing scholarly and policy interest in agripreneurship as a strategic mechanism for addressing rural unemployment, food insecurity, agricultural modernization, and sustainable development. In the beginning, agripreneurship remained a relatively underexplored topic with limited number of publications. With the increased integration of entrepreneurship concepts into agricultural development has significantly expanded the research landscape. This growth also reflects the rising global emphasis on innovation-driven agriculture and rural economic transformation.

The analysis found that agripreneurship research is highly interdisciplinary in nature. Major contributions are related to rural studies, sustainability, entrepreneurship, agribusiness, and development studies. Journals such as Journal of Rural Studies, Sustainability, Heliyon, and Journal of Agribusiness in Developing and Emerging Economies function as key knowledge dissemination platforms within the field. The diversity of publication outlets indicates that agripreneurship research integrates perspectives from agricultural economics, rural sociology, entrepreneurship theory, sustainability science, and regional development. This interdisciplinary character strengthens the conceptual foundation of agripreneurship while also broadening its practical relevance.

The author and citation analyses revealed that the emergence of a relatively concentrated group of influential scholars contributing significantly to the intellectual development of the field. Authors such as McElwee, Singh, Wale, Kouandou, and Gittins play a central role in shaping agripreneurship scholarship through their contributions to themes including rural entrepreneurship, farm diversification, agricultural innovation, entrepreneurial motivation, and sustainability. The co-citation density visualization further confirms the presence of interconnected scholarly networks, indicating strong theoretical linkages among leading researchers. These findings suggest that agripreneurship is gradually evolving toward greater intellectual consolidation and academic maturity.

The conceptual structure analysis highlights the dominance of themes such as entrepreneurship, agriculture, agribusiness, sustainable development, food security, agricultural entrepreneurship, rural development, and innovation. The keyword co-occurrence network and trend topic analysis indicate that recent research increasingly focuses on sustainability-oriented agribusiness, digital agriculture, entrepreneurial intention, youth entrepreneurship, and agri-food systems. Emerging themes such as artificial intelligence, smart agriculture, agricultural technology, and entrepreneurial ecosystems suggest that agripreneurship research is shifting toward more technology-driven and innovation-oriented perspectives. Overall, the findings demonstrate that agripreneurship is no longer viewed solely as a farm-based activity but as a multidimensional development strategy closely linked with sustainability, rural transformation, and socio-economic development.

**Conclusion: -**

The bibliometric analysis of agripreneurship research provided a comprehensive overview of evolution, growth, intellectual structure, conceptual structure and major themes relating to agripreneurship research. It is found that agripreneurship has grown from a niche topic into an interdisciplinary research domain from 1992 to 2026. The growing number of publications, collaborations and diversified research themes reflects the academic and policy interest of agripreneurship domain. It is considered as strategic mechanism for rural transformation, development, food security, poverty eradication and employment generation.

Agripreneurship research is strongly rooted in entrepreneurship, sustainability and rural development. Themes like food security, innovation, sustainability indicates the close connectedness of agripreneurship with Sustainable Development Goals and development initiatives.

Overall, it confirms that agripreneurship is an area of high academic and practical importance for policy makers, entrepreneurs, agriculturist, farmers and researchers. The present study significantly contributes to the consolidation of agripreneurship scholarship by integrating influential contributors, structure and thematic foundations as a direction for future enquiry.

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