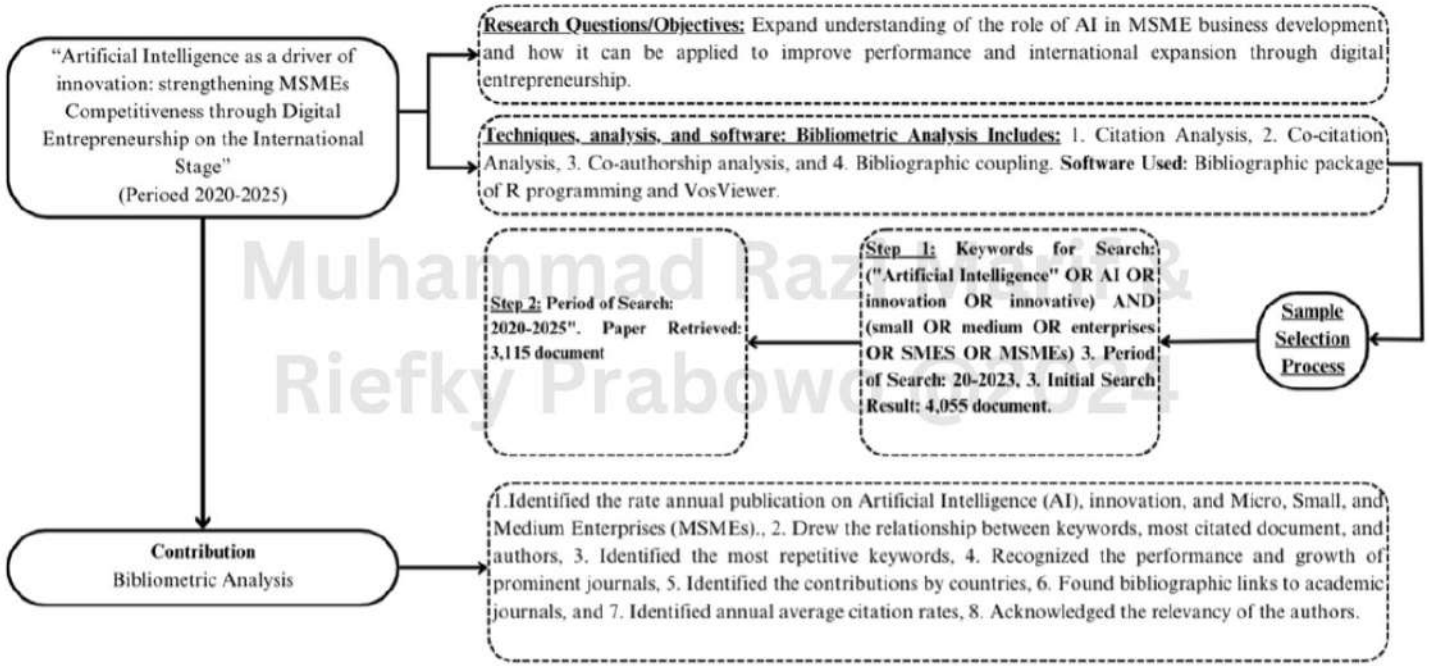
"Artificial Intelligence as a driver of innovation: strengthening MSMEs Competitiveness through Digital Entrepreneurship on the International Stage"
(Perioed 2020-2025)
Research Questions/Objectives: Expand understanding of the role of AI in MSME business development and how it can be applied to improve performance and international expansion through digital entrepreneurship.
Techniques, analysis, and software: Bibliometric Analysis Includes: 1. Citation Analysis, 2. Co-citation Analysis, 3. Co-authorship analysis, and 4. Bibliographic coupling. Software Used: Bibliographic package of R programming and VosViewer.
Sample Selection Process
Step 1: Keywords for Search: ("Artificial Intelligence" OR AI OR innovation OR innovative) AND (small OR medium OR enterprises OR SMES OR MSMEs) 3. Period of Search: 20-2023, 3. Initial Search Result: 4,055 document.
Step 2: Period of Search: 2020-2025". Paper Retrieved: 3,115 document
Contribution
Bibliometric Analysis
1.Identified the rate annual publication on Artificial Intelligence (AI), innovation, and Micro, Small, and Medium Enterprises (MSMEs)., 2. Drew the relationship between keywords, most citated document, and authors, 3. Identified the most repetitive keywords, 4. Recognized the performance and growth of prominent journals, 5. Identified the contributions by countries, 6. Found bibliographic links to academic journals, and 7. Identified annual average citation rates, 8. Acknowledged the relevancy of the authors.