

STATE OF THE ART OF ETHNIC ENTREPRENEURSHIP ON STUDENT: BIBLIOMETRICS STUDY



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Abstract

Ethnic Entrepreneurship for college students presents an opportunity to build a business connected to their culture but also faces challenges such as access to capital and stereotypes. The main purpose of this article is to direct researchers in creating a theoretical framework and guide researchers who are new to ethnic entrepreneurship research among university students so that they know which journals and authors to consult when studying this phenomenon. To do so, this study used the Scopus database to determine the research fields with the most research results, the countries that have conducted the most ethnic entrepreneurship research, the journals that published the most research, and the most cited documents.

Keywords: Ethnic Entrepreneurship, Collage Students, Scopus

INTRODUCTION

In recent decades, particularly in metropolitan cities around the world, there has been a massive migration of different socio-cultural or ethnic origins (Dana, 2007; Dana & Morris, 2011, 2007; Levent et al., 2003; Wong 1998; Waldinger et al., 2006; DeHart, 2010). This growth forms a new dynamic in society, where ethnic groups become important entities. An ethnic group is a group of people who are considered to have a similar ethnic background. They have one common goal where origins and culture play a major role in shaping group identity. That is, not only hereditary or geographical aspects, but also inherited values and traditions become important elements that unite individuals in this ethnic group (Simpson & Yinger, 2013).

In recent years, the interest and orientation of ethnic groups have seen a significant increase, especially in the context of entrepreneurship. This phenomenon is known as ethnic entrepreneurship, a concept that describes the process by which individuals who are not members of the majority of the population in an area actively identify market opportunities, undertake innovative activities, and dare to take risks for the welfare of individuals, families, and society as a whole. Ethnic Entrepreneurship marks a paradigm shift in the study of entrepreneurship, highlighting the significant contribution of ethnic groups to economic and social dynamics amidst cultural diversity and inherited values (Vaaler, 2011).

Ethnic identity is often closely linked to social networks within a community. Entrepreneurs often rely on these networks for the support, advice, and resources needed to get their businesses up and running. Ethnic identity can be a source of inspiration for business ideas. For example, a person with a particular ethnic background may find a business opportunity in providing products or services that reflect the specific needs or preferences of that ethnic community. Ethnic identity can also influence how the market responds to businesses. Some markets may be more responsive to businesses run by individuals or groups from certain ethnic backgrounds, especially if the business offers products or services that the community considers relevant or authentic (Ramadani, 2014)

Ethnic entrepreneurship reflects diversity in the business landscape and exemplifies how cultural diversity can be a source of innovation and economic growth. The study of ethnic entrepreneurship not only helps understand business dynamics within ethnic

communities but also provides insight into how culture and identity can shape entrepreneurial behavior (Elmassah, James & Bacheer, 2022).

Ethnic entrepreneurship is defined as a group of people who are bound by the same cultural heritage and migrate from their home area to a certain area, and carry out entrepreneurship activities to improve their social and economic welfare (Indarti et al, 2021). Ethnic Entrepreneurship usually immigrates from their regions to more developed areas (Waldinger, 1989). Ethnic groups from less developed areas have different social and economic capital from indigenous people, which equips them to create even more innovative market opportunities in their regions (Cruz et al., 2018; Kloosterman and Rath, 2001).

However, Ethnic Entrepreneurship also targets developing areas for various reasons, such as access to business opportunities (Aldrich and Waldinger, 1990) and kinship with established family groups (Boyd, 1989). In addition, based on a systematic review conducted by Aliaga-Isa (2014), there has been a shift in immigration where individuals from developed areas move to developing areas due to the financial crisis. Thus, researching EE in this context is a promising avenue of research.

The occurrence of immigration is also not only felt by those who are already established in age, many students migrate from their hometowns to get an established education. Not all students who migrate are called economically established people, they migrate only relying on scholarship money from various institutions. Some feel enough and of course some do not, this is due to many factors, one of which is the high cost of living in the region. Various opportunities must be achieved to survive. Becoming an entrepreneur is a promising option for overseas students. In addition to flexible working hours, entrepreneurship also does not require very much capital. Equipped with creativity, the coffers can be obtained for the needs of life.

Indonesia itself is very rich in cultural diversity, becoming an important capital for regional students in navigating life. One example is the Bugis-Makassar ethnicity is known as the reliable sailor. Many literatures scream the persistence of the reliable sailor in sailing the ocean, one of which is Cristian Perlas's (2005) work entitled *The Bugis*. They even sailed the ocean to Madagascar (Salim, 2018) to unload their merchandise in the form of spices from Makassar. Although most people consider that the implementation of culture and

history is "ancient", people who still preserve culture and history consider it an honor of identity that must be preserved by children and grandchildren.

Currently, universities are still considered as educated unemployed printers, student graduates are more likely to participate in increasing the number of unemployed because they prefer to be job seekers instead of job creators who should be capital to build national independence. Various parties contribute to fostering a new entrepreneurial spirit, including universities that are expected to be able to produce student graduates who can become pioneers in the development of the world of entrepreneurship because, with the improvement of the quality of human resources, the educated unemployment rate will decrease (Ifna et al, 2020).

Therefore, the purpose of this research is to conduct a systematic literature review on ethnic entrepreneurship by students. Conducting this research is considered important to provide relevant recommendations for practitioners and academics for the development of ethnic entrepreneurship studies in the future. To do this, this study uses the Scopus database to determine the research field with the largest research results, the country that conducts the most ethnic entrepreneurship research, the most categories that discuss ethnic entrepreneurship, the journals that publish the most research, and the most cited documents.

LITERATURE REVIEW

Trends in Ethnic Entrepreneurship Research among Students

Ethnic entrepreneurship among students has garnered significant scholarly attention due to its potential socio-economic implications. This literature review aims to provide an overview of the current state of research on ethnic entrepreneurship among students through a bibliometric lens. By analyzing the trends, key themes, and collaboration networks in the existing literature, this review seeks to identify gaps and avenues for future research (Dana & Morris, 2011).

Bibliometric analysis reveals a growing interest in ethnic entrepreneurship among students over the past decade. The number of publications in this field has increased steadily, reflecting its relevance and importance in academia. Researchers have explored various aspects of ethnic entrepreneurship, including its drivers, challenges, and impact on communities. Moreover, there has been a geographical diversification in research, with

studies emerging from different regions across the globe (Elmassah, James & Bacheer, 2022).

Key Themes in Ethnic Entrepreneurship Research

Several recurring themes permeate the extensive literature on ethnic entrepreneurship among students, illuminating critical aspects of this field. Firstly, scholars frequently investigate the intricate interplay of socio-cultural factors on the entrepreneurial aspirations and actions of ethnic minority students. This entails a nuanced examination of how cultural capital, rooted in heritage and traditions, shapes their entrepreneurial mindset, decision-making processes, and business practices. Ethnic identity emerges as a pivotal determinant, influencing not only the choice of entrepreneurial pursuits but also the strategies employed to navigate cultural boundaries and leverage cultural assets. Moreover, the role of social networks is scrutinized, with studies elucidating how familial, ethnic, and peer connections serve as conduits for entrepreneurial opportunities, resources, and support systems (Simpson & Yinger, 2013).

Secondly, research underscores the pivotal role of educational institutions and support programs in nurturing and empowering ethnic minority student entrepreneurs. Institutions of higher learning are increasingly recognized as hubs of entrepreneurial activity, offering incubation spaces, mentorship programs, and access to funding opportunities tailored to the needs of diverse student populations. Moreover, initiatives aimed at promoting diversity and inclusion within entrepreneurship education are explored, highlighting the importance of culturally responsive pedagogies, mentorship networks, and inclusive curricula in fostering an enabling ecosystem for ethnic entrepreneurship (Vaaler, 2011).

Thirdly, considerable attention is devoted to unraveling the multifaceted economic and social outcomes engendered by ethnic entrepreneurship among students. Beyond mere wealth creation, ethnic student entrepreneurs are acknowledged as catalysts for job creation, particularly within underserved and marginalized communities, thereby mitigating unemployment disparities and fostering economic resilience. Furthermore, their ventures are lauded for driving innovation and market diversification, leveraging cultural assets to develop unique products, services, and business models that cater to niche markets and cultural preferences. Importantly, ethnic entrepreneurship is recognized as a potent force for

community development, engendering social cohesion, cultural revitalization, and localized economic empowerment. Additionally, scholarly inquiry delves into the myriad strategies and challenges encountered by ethnic minority student entrepreneurs across diverse contexts. From navigating regulatory hurdles and accessing financial capital to overcoming socio-cultural barriers and managing intergenerational tensions, these entrepreneurs confront a complex array of challenges in their entrepreneurial journey. Studies elucidate adaptive strategies, resilience mechanisms, and cultural brokerage tactics employed by ethnic student entrepreneurs to surmount barriers, capitalize on opportunities, and carve out sustainable pathways to success amidst dynamic socio-economic landscapes (Ifna et al, 2020).

Collaboration Networks and Authorship Patterns

The analysis of collaboration networks sheds light on the intricate interconnectedness characterizing research endeavors in the realm of ethnic entrepreneurship among students. Scholars hailing from diverse disciplinary backgrounds converge to dissect and illuminate the multifaceted nature of this phenomenon. Beyond the traditional confines of entrepreneurship studies, researchers from disciplines such as sociology, anthropology, cultural studies, and ethnic studies lend their perspectives, methodologies, and theoretical frameworks to enrich the discourse surrounding ethnic student entrepreneurship. This interdisciplinary approach not only fosters a more holistic understanding but also encourages innovative insights and cross-pollination of ideas across academic boundaries. Furthermore, the phenomenon of international collaboration underscores the global relevance and appeal of research on ethnic entrepreneurship among students. Scholars from different corners of the world collaborate synergistically, leveraging their diverse cultural perspectives, contextual insights, and methodological expertise to unravel the complexities underlying ethnic student entrepreneurship. Such collaborations transcend geographical barriers, facilitating knowledge exchange, comparative analysis, and cross-cultural validation of findings. Through collaborative endeavors, researchers strive to unravel universal principles underlying ethnic entrepreneurship while acknowledging the nuances shaped by local contexts, cultural dynamics, and institutional frameworks (Martín-Martín et al., 2021).

Authorship patterns within the literature underscore the emergence of key contributors and thought leaders whose scholarly contributions significantly shape the

trajectory of research and scholarship in this domain. These prolific scholars not only produce seminal works but also play instrumental roles in shaping research agendas, setting theoretical frameworks, and catalyzing scholarly discourse. Their insights, methodologies, and conceptual frameworks serve as touchstones for subsequent research endeavors, influencing the direction, scope, and depth of investigations into ethnic entrepreneurship among students. Moreover, the collaborative nature of authorship, characterized by co-authored publications and cross-institutional partnerships, reflects a culture of knowledge sharing, mentorship, and collective intellectual endeavor within the academic community. As such, the identification and recognition of these key contributors serve not only to acknowledge their contributions but also to inspire and guide future generations of scholars in their pursuit of understanding and advancing knowledge in the field of ethnic student entrepreneurship (Drori et al., 2009).

In conclusion, the literature on ethnic entrepreneurship among students is dynamic and multifaceted, reflecting its growing importance in academia and practice. However, several gaps remain to be addressed, including the need for more longitudinal studies, cross-cultural comparisons, and interdisciplinary research approaches. Future research should also explore emerging trends such as digital entrepreneurship and sustainability in the context of ethnic minority student entrepreneurship. By addressing these gaps, scholars can contribute to a more comprehensive understanding of ethnic entrepreneurship among students and inform policies and programs aimed at promoting diversity and inclusion in entrepreneurship education and practice.

RESEARCH METHOD

This research aims to provide a mapping picture of the development of ethnic entrepreneurship by students which can later produce further background and deep insights. In addition, the results of mapping can also develop the concept of ethnic entrepreneurship on topics that have not been studied before. The academic literature has proposed various approaches to examine the influence of certain variables, among them bibliometrics (Das, 2015). Bibliometric analysis is part of scientometrics, which utilizes mathematical and statistical methods to analyze scientific activity in research (Callon et al., 1991) According

to (Garfield et al., 1964; Liang & Liu, 2018; White & McCain, 1989), bibliometric analysis is a quantitative approach to analyzing literature using a bibliography to provide an overview of research areas that can be classified by paper, author, and journal (Merigó & Yang, 2017). Therefore, this study uses bibliometric analysis to investigate the importance of the development of academic research on ethnic entrepreneurship by students.

Database Selection

This study chose Scopus as the database used in collecting data. The selection of Scopus was made for several reasons, among which is the high popularity of using Scopus for bibliometric research because Scopus has several advantages. First, the scope of the field in Scopus is broader than in Web of Science (WoS) (Zhu & Liu, 2020) and is more frequently cited by researchers and academics (Martín-Martín et al., 2021). Secondly, Scopus generates more citations than WoS though has a shorter time frame (Pranckutė, 2021). Third, Scopus is the most extensive provider of abstract and citation databases launched by Elsevier in 2004 (Burnham, 2006; Guz & Rushchitsky, 2009).

Data Collection

The first step, is the keywords used by the author, namely "*ethnic entrepre**" OR "*ethnic busines**" OR "*immigrant entrepre**". The number of documents found was 3,995. Furthermore, the author added Restrictions by using the keyword AND "college student", and found 108 documents. In the second step, the author limited the subject area by choosing subjects from Business, Management, and Accounting, then documents only articles, the origin of sources, only journals, and the language of documents is English, then 56 documents were obtained. The third step is to download the entire document in the form of a CSV file.

56 documents were exported to the software to build and visualize bibliometrics. VOSviewer provides additional mapping methods based on scientific principles to create useful network maps and data. The map combines each of the relationship groups created using VOSviewer into an item. The item in question is a combination of entities of interest, i.e. author name, article keyword, or author affiliation country. The author's keywords provide information regarding research trends from the researchers' point of view and have proven important in monitoring field developments. Between a pair of items, there may be a

link or connection. Each link has a strength, represented by a positive numerical value; The highest numerical value indicates link strength and vice versa (Priyana & Annisa, 2024).

RESULTS AND DISCUSSION

Annual Research Publication Trends

The initial presentation of the results of this study is to look at the annual trend of 56 ethnic entrepreneurship publications among students. From mapping data using Scopus, analysis shows that the development of ethnic entrepreneurship in students began in 2005. Then for a decade, it did not show a significant trend. It only gradually increased these publications in 2016 with 2 publications to reach the highest peak, namely in 2022 with 13 publications. The results of mapping research trends based on the year of publication can be seen in Figure 1.

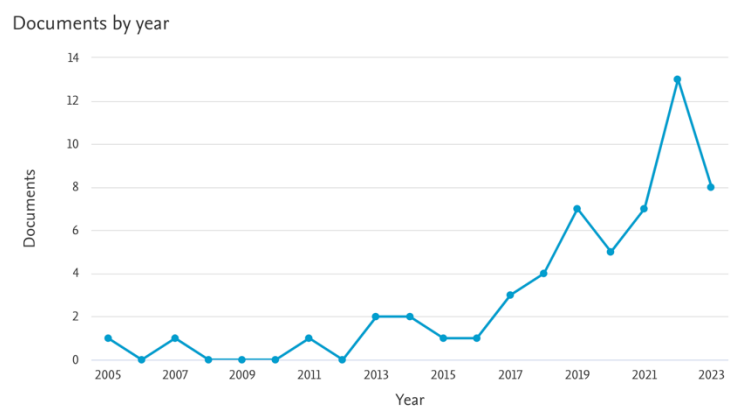


Figure 1
Publication Trends on Ethnic Entrepreneurship by Students
Source: Data processing on VOSviewer

Documents based on Journal Publications of Ethnic Entrepreneurship by Students

Of the 56 ethnic entrepreneurship research articles by students obtained from search results through the Scopus database, they were published in 41 journals. Of the 41 journals, the first rank in the publication of ethnic entrepreneurship research by students at Scopus is Al Zaytoonah University of Jordan with 3 articles. Figure 2 shows several journals that publish research results in the field of ethnic entrepreneurship by students.

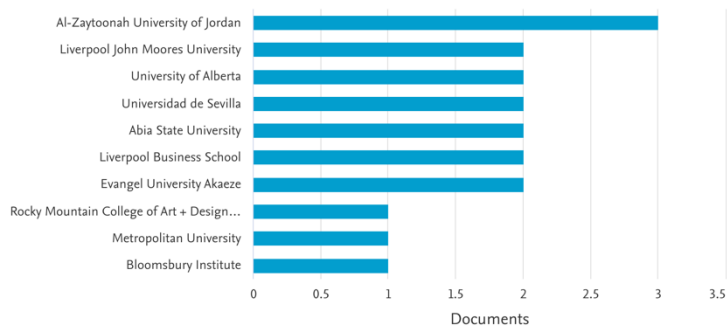


Figure 2
Results of Journal Mapping on Ethnic Entrepreneurship by Students
 Source: Data processing on VOSviewer

Country-based Documents of Ethnic Study of Entrepreneurship by Students

Based on 41 ethnic entrepreneurship research journals by students obtained through the Scopus database, distributed into 11 publishing countries. Of the 11 countries, the first country ranked in the publication of ethnic entrepreneurship research by students in Scopus is the United States. Figure 3 shows several countries that publish the results of research in the field of ethnic entrepreneurship by students.

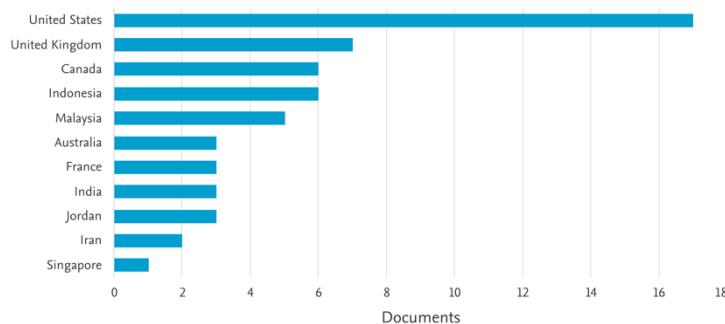


Figure 3
Countries with the Most Publications on Ethnic Entrepreneurship by Students
 Source: Data processing on VOSviewer

Most Cited Documents

Table 1
Most Cited Documents

Heading	Writer	Publisher	Number of Citations
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A systematic literature review on entrepreneurial intentions: citation, thematic analyses, and research agenda	Liñán, F., & Fayolle, A. (2015)	International Entrepreneurship and Management Journal	806
Past, Present and Future Research on Multiple Identities: Toward an Intrapersonal Network Approach	Ramarajan L (2014)	Academy of Management Annals	206
Sustainable business models, venture typologies, and entrepreneurial ecosystems: A social network perspective	Neumeyer X & Santos, S.C (2018)	Journal of Cleaner Production	165
Entrepreneurial values and the ethnic enterprise: An examination of six subcultures	Morris, M.& Schindehutte, M (2005)	Journal of Small Business Management	135
Stigma beyond levels: Advancing research on stigmatization	Zhang R, Wang M.S, Toubiana M & Greenwood R (2021)	Academy of Management Annals	59

Source: Processed by Researchers

Bibliometric Analysis

Then the researcher processed the data using VOSviewer software to provide an overview of the results of bibliometric mapping analysis of research topic trends grouped into 4 clusters. Topics included in cluster 1 are citation analysis, cultural intelligence, financial literacy, immigrant entrepreneurs, social capital, and systematic literature review. Cluster 2 consists of entrepreneurs, entrepreneurial intention, entrepreneurship, gender, and institutions. Cluster 3 consists of covid-19 pandemic, entrepreneurial intention, Nigeria, and the theory of planned behavior. Cluster 4 consists of acculturation, consumer ethnocentrism, and immigrants.

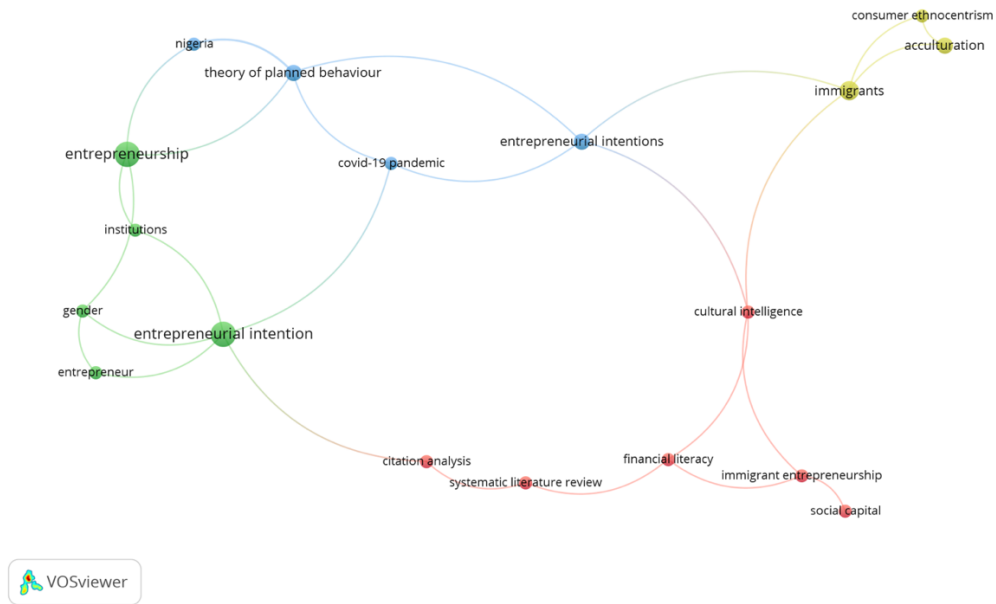


Figure 4
Network Visualization Map of Ethnic Entrepreneurship by Students
Source: Data processing on VOSviewer

In Figure 5, you can see the results of mapping the publication trends of topics discussed in the concept of ethnic entrepreneurship by students based on the year of publication. It can be seen that several contemporary topics published since 2019, namely yellow ones such as immigrant entrepreneurship, theory of planned behavior, gender, covid-19 pandemic, systematic literature review, and financial literacy.

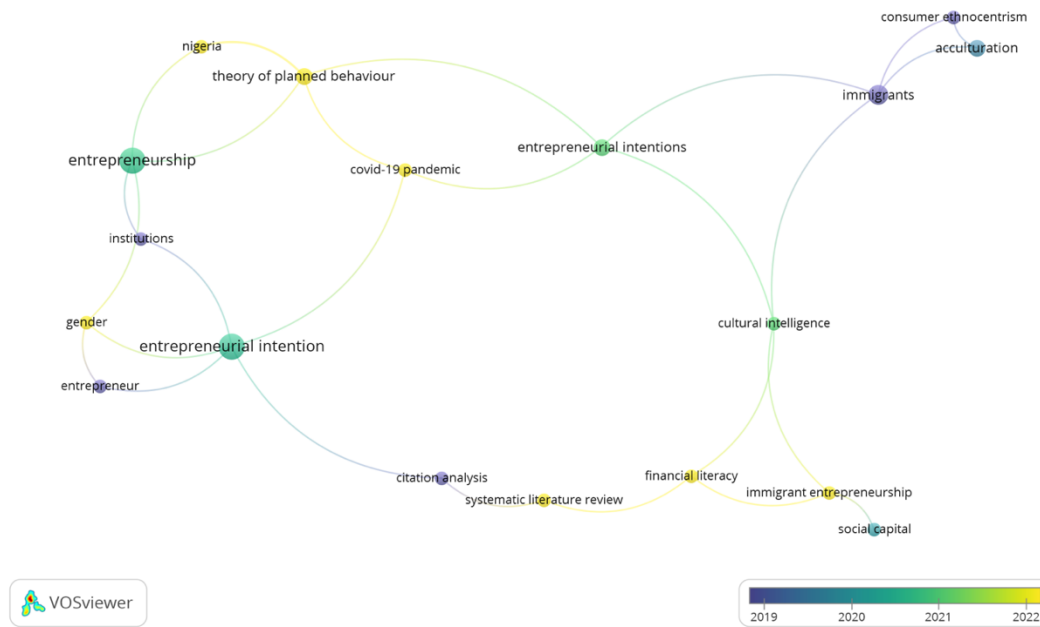


Figure 5
Overlay Visualization of Ethnic Entrepreneurship by Students

Source: Data processing on VOSviewer

Furthermore, in Figure 6 there are the results of density visualization mapping of the concept of ethnic entrepreneurship by students. It can be seen that the colors that appear are from darker ones like blue, then, green, and the lighter ones are yellow. The brighter the color that appears, the more research that has been done on the topic that has been done. So, it can be seen that research topics that are still little discussed include entrepreneurs, gender, institutions, citation analysis, financial literacy, and social capital.

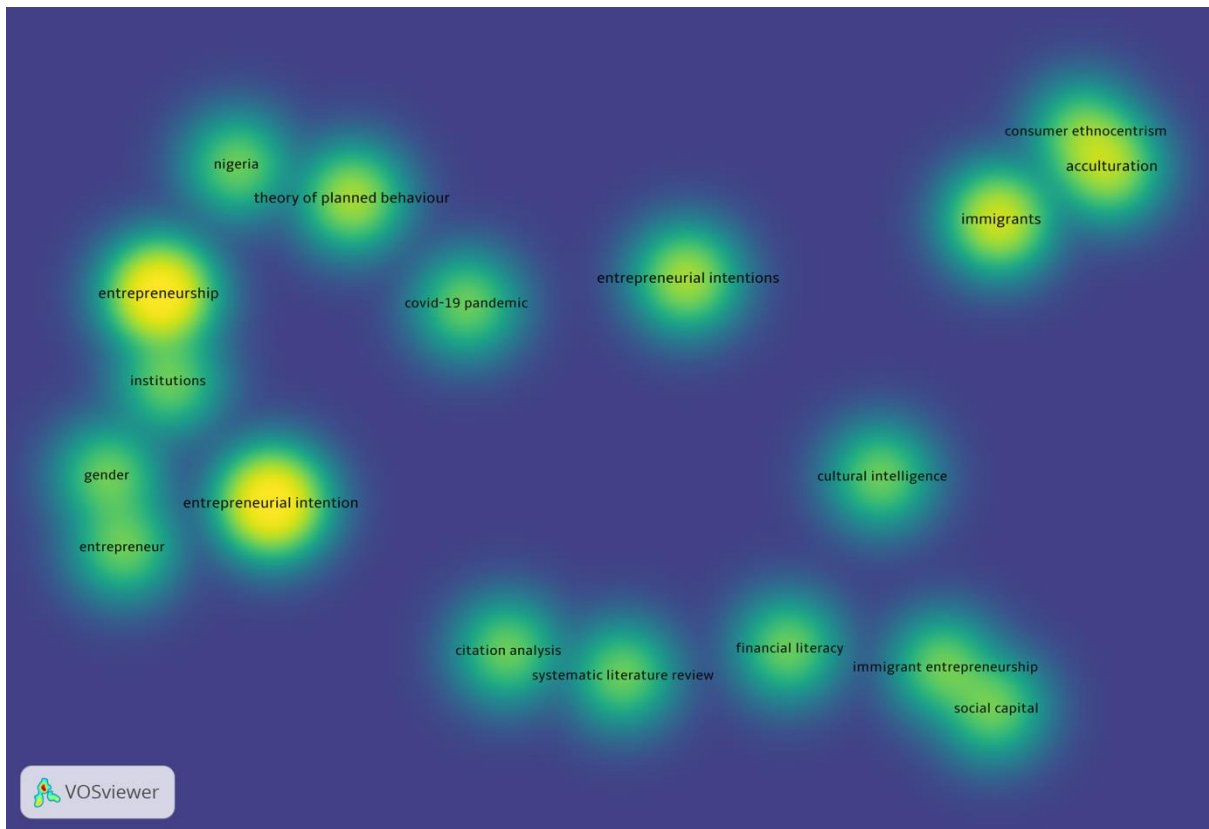


Figure 6
Density Visualization Map of Ethnic Entrepreneurship by Students
Source: Data processing on VOSviewer

CONCLUSION

Ethnic entrepreneurship is generally defined as a value-creating business activity carried out by a group whose members share a common cultural heritage or origin and are known by people not belonging to that group as possessing those attributes. Research trends in ethnic entrepreneurship studies by students began in 2005. For almost two decades it has become a topic that has begun to develop research by academics, seen in the last 3 years reaching a total of 28 documents. Of the total 56 documents analyzed from the Scopus database source, an article from Chaganti, Radha & Greene, Patricia G. (2002) entitled A Systematic Literature Review on entrepreneurial intentions: citation, Thematic Analyses, and Research Agenda became a document that was widely cited 809 times. Al Zaytoonah the University of Jordan is the journal that publishes the most articles on ethnic entrepreneurship by students.

Based on the results of bibliometric co-occurrence analysis using VOSviewer software from trends in research topics grouped into 4 clusters. Topics included in cluster 1 are citation analysis, cultural intelligence, financial literacy, immigrant entrepreneurs, social capital, and systematic literature review. Cluster 2 consists of entrepreneurs, entrepreneurial intention, entrepreneurship, gender, and institutions. Cluster 3 consists of covid-19 pandemic, entrepreneurial intention, Nigeria, and the theory of planned behavior. Cluster 4 consists of acculturation, consumer ethnocentrism, and immigrants.

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