



# BIBLIOMETRIC ANALYSIS AS A STATISTICAL EVALUATION OF ENTREPRENEURIAL ORIENTATION

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## ABSTRACT

The development of research on entrepreneurial orientation refers to processes, practices, and decision-making that lead to new inputs and has three aspects of entrepreneurship, namely daring to take risks, acting proactively, and always being innovative. The purpose of this study is to classify research developments based on quartiles in the Schimago journal, make associations based on related topics based on keywords, group by year of publication, group based on topics that are often studied, and predict the number of research developments in the field of Entrepreneurship Orientation in the future. . The method used is a quantitative method with a population of 55,184 publications spanning the years 2004-2021, the data mining approach is used in this study using statistical tools including the Naives Bayes algorithm, association algorithm, SMACOF variant algorithm, and regression. The results showed that there were 500 journals included in the Quartile classified based on the Quartile level, while the strongest relationship was intention orientation, based on the year of publication in 2019, the most publications were on entrepreneurial orientation, while the topics most studied were intention orientation and self-orientation. In the future, it is estimated that the topic of entrepreneurship orientation will increase by 28 studies that examine entrepreneurship orientation. The implication of this research is to know the issues regarding entrepreneurship orientation research so that it can become new research for researchers to develop their research topics.

**Keywords:** *Data Mining; Intention; Orientation; Entrepreneurship Orientation*