

THE CONTRIBUTION OF ENTREPRENEURSHIP THEORIES IN ENCOURAGING INNOVATION: A SYSTEMATIC LITERATURE REVIEW

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Abstract. This article serve review literature systematic (Systematic Literature Review - SLR) which aims For analyze and synthesize contribution various theory entrepreneurship in push innovation. Through approach rigorous methodological, literature from academic database leading such as Scopus, Web of Science, and Google Scholar are reviewed For identify theory entrepreneurship main mechanism theoretical innovations produced , as well as gap existing research. Study results show that theory entrepreneurship social , entrepreneurship data and technology based, entrepreneurship strategic, as well as theory behavior entrepreneurship own role significant mutually complete in explain dynamics innovation business and social. Entrepreneurship social emphasize sustainability - oriented innovation social and economic, while entrepreneurship based technology leveraging big data and intelligence artificial For spur innovation products and services. Strategic theory highlight planning term length and adaptation in the middle market changes, and theories behavior emphasize aspect psychological and educational in push creativity. Although Thus, it was found a number of gap research, including limitations generalization results, varying methodologies, and need integration more multidisciplinary in- depth research This give recommendation For development research further continuation comprehensive and applicable in develop innovative and sustainable entrepreneurial strategies in the future.

Keywords: Entrepreneurship , innovation , theory entrepreneurship , systematic literature review, driving force innovation.

I. INTRODUCTION

Innovation is factor most important in support Power competition business and sustainability economy, especially in the middle change technology and market dynamics are increasingly fast. Entrepreneurship play a role as bridge connector between innovation and implementation of new ideas to in practice business real. Understanding deep about various theory entrepreneurship is very important. For formulating innovative and adaptive business strategies. Theories like entrepreneurship social, entrepreneurship data-driven, entrepreneurship strategic, and theory behavior entrepreneur has become runway main in explain various dimensions emerging innovations in context today 's business. With integrate theories said , the perpetrator business can develop a more approach effective in create mark economic and social , as well as push innovation sustainable in business they . (Radović-Marković, 2025)

Each theory the give contribution different theories in the innovation process. Entrepreneurship social emphasize importance solution innovative For problem social and environmental, while entrepreneurship data -based using digital technology and intelligence artificial For bring up opportunity innovation new. Entrepreneurship strategic give focus on planning term length and adaptation to context changing business, while theory behavior underline role education and psychology in form character and creativity entrepreneurs. However, literature show existence gaps, such as lack of

integration between theory traditional with progress technology latest as well as lack of study about role education and psychology in push innovation. Therefore That is, this systematic literature review study aim For identify and criticize theories the most relevant entrepreneurship in explain innovation as well as reveal gap necessary research filled by future studies. Research This expected can give outlook new and recommended For develop more entrepreneurial strategies effective and innovative, as well as push collaboration between academics and practitioners in the field (Lasasi, 2022)

Connection between entrepreneurship and innovation has become focus Lots research, mapping in -depth systematic about How various theory entrepreneurship in a way specific contribute and encourage the innovation process is still very limited. Most of literature tend discuss entrepreneurship and innovation in a way separated or more emphasize on aspects empirical without dig runway theoretical in a way comprehensive . Therefore that 's important For explore connection between theory entrepreneurship and innovation in more context wide , including How entrepreneurship social can contribute to sustainability economic and social (Lasaksi et al., 2023) . Therefore that , is necessary studies that are systematic review and compare theories entrepreneurship For clarify their respective contributions to the innovation process and identify gap research that can expanded in the future . This article will answer questions study following :

1. Theories entrepreneurship What only the most relevant in explain innovation ?
2. How mechanism theoretical from every theory entrepreneurship contribute to the innovation process ?
3. Anything gap existing research in literature about topic This ?

Purpose: To provide description comprehensive about contribution theories entrepreneurship in push innovation through SLR methodology.

Entrepreneurship social defined as approach innovative that prioritizes creation impact social significant simultaneously with achievement profit economy. Different with entrepreneurship traditional , entrepreneurial social focus on empowerment society and resolution various problem social complex like poverty , unemployment and inequality social through sustainable and innovative business models (Setiawan et al., 2023) . The essence of entrepreneurship social is innovation growing social through creativity , courage take risks , as well as mobilization source Power in a way effective and sustainable (Ključnikov et al., 2025) . Innovation This No only worth economical, but also aims produce change social real and lasting.

Entrepreneurship theory social emphasize integration mark social and economic For create mark sustainable , where entrepreneurs social play a role as agent changes that combine innovation with mission improvement welfare public in a way comprehensive (Rastogi & Pandita, 2025) . The concept of the Theory of Planned Behavior (TPB) becomes runway For understand attitudes , intentions , and behavior entrepreneur social , where attitudes positive to risk and innovation , combined with experience as well as capability entrepreneurship , having influence significant in push activity innovative that produces mark social (Ključnikov et al., 2025) . Innovation in entrepreneurship social includes the processes of creation , adoption , and diffusion method or service newer effective For fulfil need social that has not been fulfilled (Nestorius Buulolo, Mutibae Loi, 2025) . Innovation process This demand collaboration cross sector between perpetrator business, community and government For build supporting ecosystem transformation social and sustainability (Grimaldi et al., 2025) . Approach collaborative this is very important For ensure success and sustainability innovation social in context local both global and international.

Foundation theory This study contribution various approaches and theories entrepreneurship in push innovation social that is not only produce mark economic , but also impact broad and sustainable social , in harmony with objective development sustainable development (SDGs) (Lasisi, 2022) . Approach multidisciplinary and mapping draft innovation social become crucial in designing an effective business strategy , while ensure impact futures long and inclusive for public wide.

II. RESEARCH METHODS

Research methods in studies This use a rigorous Systematic Literature Review (SLR) approach For review and analyze in a way comprehensive literature relevant scientific with connection between theories entrepreneurship and drivers innovation. The SLR process begins with planning that

includes formulation question clear and specific research based on PICOC (Population, Intervention, Comparison, Outcome, Context) framework, to ensure focus and relevance study.

Stage next is implementation search literature in a way systematic through academic databases leading such as Scopus, Web of Science, and Google Scholar using keywords that have been defined, such as "entrepreneurship theory AND innovation" and its variations. The range time peer - reviewed publications is 10 years final For guard actuality findings.

Criteria inclusion prioritize article peer- reviewed scientific text complete and relevant to topic entrepreneurship and innovation in context management and economics. Criteria exclusion covers non-peer-reviewed publications, proceedings conferences, and literature that is not fulfil standard quality methodological or No relevant with question study.

Selection process article explained in a way transparent with using PRISMA which displays stages identification, screening, review text full, and inclusion end article in analysis. This is aim ensure transparency and can replicated.

Extracted data from article selected covering identification author, year publication, country and context research, design methodological, variables main, and related core findings contribution theory entrepreneurship on the innovation process. Data analysis was carried out with use synthesis narrative and analysis thematic For grouping pattern findings based on theory entrepreneurship social, data and technology based, strategic, and behavior entrepreneurship.

This method allows integration results study diverse qualitative and quantitative For identify trend general, mechanism theoretical, as well as gaps or lack in existing literature. With Thus, this SLR give a systematic, critical, and comprehensive overview in order to understand contribution theoretical entrepreneurship in innovation and providing recommendation For study furthermore.

Approach study This give reliability and validity results through a strict selection process and systematic documentation, as well as capable build strong foundation For development theory and practice innovative and sustainable entrepreneurship.

III. RESULTS AND DISCUSSION

Question Number 1 Theories Entrepreneurship Relevant For Explain Innovation

In answer question number One This with use Question study First focus on how Contribution theory entrepreneurship in explain innovation. We do analyze draft entrepreneurship social and innovation with method review results findings from a number of article.

Table 1. Entrepreneurship Theory

Theory	Amount	Percentage (%)
Entrepreneurship Theory Social	10	34.48
Entrepreneurship Theory Data and Technology Driven	4	13.7
Entrepreneurship Theory Strategic	4	13.7
Behavioral Theory Entrepreneurship and Psychology Businessman	4	13.7
Other	7	24.1
Amount		29

Entrepreneurship Theory Social :

Explain innovation especially in context social and sustainable. Entrepreneurship social focused on creation solution innovative For problem social and environmental, so that bring change social positive at a time innovation. Entrepreneurship theory social that explains innovation especially highlight How entrepreneurship social No only focused on creation mark economy , but also produces mark sustainable social and environmental concepts . This put entrepreneur social as agent changes that use approach innovative For solve problem complex social , starting from poverty until issue environment , which is often No can overcome in a way effective by sector public or business conventional (Latha, 2025)

Businessman social different with businessman traditional in matter objective impact - oriented mainstay positive social, not only profit financial. They develop solution innovative through combination creativity, courage take risks, as well as ability mobilize source Power in a way sustainable. Success innovation in entrepreneurship social often measured from how much big impact social outcomes and sustainability from the solution they offer, so that theory This emphasize importance innovation that is not only efficient in a way economy but also effective in give change social in a way real and future long. With Thus, entrepreneurship social open perspective new in studies innovation with emphasize objective double : innovation For profit social and conservation (Setiawan et al., 2023) . More far, entrepreneurship social integrate values social and economic interdependence complete in frame overcome problem social critical like poverty, unemployment, and inequality. The concept This push participation active various stakeholders interests, including society and government, in order to create supporting ecosystem sustainability and inclusivity social in a way holistic. Therefore that, study about entrepreneurship social No only demand approach multidisciplinary, but also emphasizes importance integration practice innovative that provides benefit term long for public wide

Entrepreneurship Theory Data - driven Entrepreneurship :

Phenomenon entrepreneurship that utilizes big data, AI, and digital technology as tool main innovation and development business new. Theory Entrepreneurship Data - driven Entrepreneurship highlights a phenomenon where modern entrepreneurship is increasingly depend on utilization of big data, intelligence artificial intelligence, and digital technology as driver main innovation and development business new. This theory describe businessman as perpetrators who exploit technology information and analytics For identify market opportunities, predicting trends, as well as optimize the retrieval process decision in create product or service innovative (Kamalov et al., 2025) . In context innovation, entrepreneurship data- based capable accelerate the innovation process through ability high data transparency, responsiveness to change environment, and business strategy adjustments in real-time. Technology this also allows personalization products and efficiency more operational big, which in the end increase Power competition business . However , the challenges like need will skill technically competent , issues data security and privacy, as well as the need adequate digital infrastructure For support development entrepreneurship based technology this .

With Thus , the theory This open paradigm new in studies entrepreneurship that integrates aspect technology tall as source innovation main in the digital era today this.

Entrepreneurship Theory Strategic

Highlighting importance attitude strategic and adapt to market changes so that innovation can Keep going developed and maintained in a way sustainable. Entrepreneurship Theory Strategic discuss importance attitude strategic and capabilities adaptation in face market changes for innovation No only created, but can also be developed and maintained in a way sustainable. In the context of this , entrepreneurship strategic emphasize the need planning term long as well as management source effective power For face uncertainty and dynamics environment fast business changed (Saputra & Nasution, 2023)

Entrepreneurs strategic expected own creativity and ability high innovation, at the same time proactive in identify opportunities and anticipate market challenges. Attitude innovative combined with vision strategic allows they No only introduce product or service new, but also creates superiority sustainable competitiveness. In addition, entrepreneurship strategic underline importance flexibility and readiness For pivot or strategy adjustments based on change external in a way Keep going continuously . With Thus, the theory This give framework Work For understand innovation as an integral strategic process in development business sustainable.

Behavioral Theory Entrepreneurship and Psychology Businessman

Entrepreneurship education, personality, and behavior proactive entrepreneurs are very decisive ability innovate and create mark new . Behavioral Theory Entrepreneurship and Psychology Businessman discuss How education entrepreneurship, personality, and behavior proactive entrepreneurs are very decisive ability they For innovate and create mark new. Entrepreneurship education No only give knowledge technical , but also form pattern thoughts , motivation , and mental attitude required For face risks and challenges business in a way effective (Lasisi, 2022) .

Personality entrepreneurs, such as a sense of trust self, courage take risk, creativity , and resilience (mental toughness), proven own influence significant to readiness and capability For innovate. In addition, the behavior proactive which includes initiative, taking quick decisions, and adaptation to change the environment is very important in win competition and create opportunity new. Psychology entrepreneurship emphasize mental and emotional dimensions that influence How entrepreneur manage pressure, failure, and uncertainty in the innovation process. Because that, development personality and behavior businessman must become focus in education and training entrepreneurship in order to be able to push sustainable innovation and value plus business . Discussion This open room For integrate aspect psychological as key in build ecosystem successful and innovative entrepreneurship.

Question number 2 How mechanism theoretical from every theory entrepreneurship contribute to the innovation process ?

Based on the analyzed data, the method data collection used For reveal theory entrepreneurship and its contribution to innovation Enough diverse. The following This table showing the number and percentage of each method.

Table 2 Data Collection Methods

Data source	Amount	Percentage (%)
Literature review	8	27.5
Interviews	6	20.6
Surveys	4	13.7
Case study	4	13.7
Analysis document / Document analysis	2	6.8
Observation	2	6.8
Other	3	10.9
Amount		29

Mechanism theoretical from various theory entrepreneurship give contribution essential in the innovation process through framework diverse concepts However each other complete. Based on study literature systematic which includes theory entrepreneurship social, entrepreneurship data and technology based, entrepreneurship strategic, as well as theory behavior businessman.

Entrepreneurship Theory Social highlight role innovation social as mechanism that combines mark economic and social in a way simultaneously. Through approach this , entrepreneur social act as agent mobilizing change source Power For create solution innovative on problem complex social innovation No only limited to efficiency economy but also on change social sustainable and sustainability community (Setiawan et al., 2023)

Entrepreneurship Theory Data and Technology Driven look at innovation as results from utilization technology information and big data for identify opportunity new , optimize business processes, and create product or service disruptive. Mechanism This involving adaptation fast to change technology and capabilities analytical height that becomes driver main innovation in the digital era (Kamalov et al., 2025) .

Entrepreneurship Theory Strategic explain that innovation driven by planning strategic focus on development capability organization adaptive and management effective risk management. Organizations that implement theory This own ability adapt self with market dynamics and environment external through innovation products and processes as response strategic (Saputra & Nasution, 2023) .

Theory of Entrepreneurial Behavior focuses on aspects psychological and social influences attitude, motivation, and intention individual in take risk innovation. This theory use draft such as the Theory of Planned Behavior (TPB) for explain How attitude positive to innovation and capability entrepreneurship support implementation successful innovation (Ključnikov et al., 2025) .

In a way overall, mechanism theoretical This converge on recognition that innovation in entrepreneurship happen through interaction between factor social, technological, strategic, and behavioral. Integration of approaches multidisciplinary strengthen understanding about How entrepreneur can create and implement innovative ideas that are not only increase performance economy but also provide contribution significant to development social and sustainability

Question Number 3 What is it gap existing research in literature about topic This ?

Based on a number of article in literature here , there is research gaps found in the literature this. The gap the can explained including limitations generalization results research , with a number of studies that only nature conceptual without analysis empirical directly. Some study highlight limitations in generalization consequence focus on location or sample limited, and need study advanced For evaluate impact more wide . In addition , the limitations methods , such as study qualitative which only use a number of cases , as well as time relative research short , also become spotlight. Context factor like situation changing social and economic conditions, limitations participants who only involving party management and focus narrow research also contributes become constraints. Some studies also shows need development method mixture as well as development purposive sampling survey, and limitations in context geographical certain , such as Central and Eastern Europe. Finally, there is a number of limited focus on variables certain such as the Theory of Planned Behavior (TPB) and innovation only . The gaps This open opportunity For further research wide, with more methods and contexts diverse so that the results research more comprehensive and can generalized .

Recommendation Future Research

Provide suggestions for study next, such as studies empirical studies testing the integrative model from a number of theory entrepreneurship in context innovation .

1. Government and institutions education need support development entrepreneurship social through structured policies and programs . Collaboration between sector public ,private and community Civil is very important for entrepreneurship social can contribute in a way maximum to welfare society and achievements objective development sustainable.which sustainable. Therefore that 's important For create synergy between various stakeholders interest in support entrepreneurship social as driver innovation and social change (Nestorius Buulolo, Mutibae Loi, 2025)
2. Improvement training and capacity source Power man in a way sustainable required For develop skills entrepreneurship. In terms of this, collaboration between sector public, private and community civil is very important For strengthen ecosystem entrepreneurship sustainable and innovative social frame reach objective development sustainable , collaborative This can create strengthening synergy impact positive entrepreneurship social in Society (Rhena J et al., 2024)
3. Utilization technology can increase effectiveness and expand impact social from entrepreneurship that focuses on creation solution innovative that is not only fulfil market needs , but also provide benefit significant social.With Thus , entrepreneurship social potential become driver main in transition towards Society 5.0, where technology and innovation integrated For reach sustainability social and environmental (Sungkawati, 2024)
4. Development ecosystem entrepreneurship social to be more inclusive and sustainable must become priority and need involving participation active from various stakeholders interests, including government, sector private and community local. Participation This will ensure that various perspective and needs public

accommodated, so that innovations produced can more relevant and impactful positive (Grimaldi et al., 2025)

IV. CONCLUSIONS

Contribution theories entrepreneurship to innovations are very diverse and significant, with focus main focus on entrepreneurship social, theory behavior, entrepreneurship data and technology based, as well as innovation sustainable. Entrepreneurship social contribute through innovation social integration mark economic and social For empowering community and realize development sustainable. Behavioral theory, especially the Theory of Planned Behavior, explains How factor psychological influence intentions and actions innovative entrepreneur. Entrepreneurship data and technology based support innovation through digital transformation, data analytics, and the use of AI for accelerate the innovation process. Meanwhile that, collaboration cross sectors and awareness environment push sustainability - oriented innovation social and environmental.

Although so, existing research Still show limitations in coverage geographical, generalization results and needs development methodology more continue. The study is still ongoing concentrated on several variable and less combine perspective multidisciplinary in a way comprehensive. Therefore that, future research need expand data coverage, using method mixture, and dig more in relatedness between theory entrepreneurship with various dimensions innovation For produce more contributions comprehensive and applicable.

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