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## STEAMING AHEAD: THE ROLE OF ENTREPRENEURSHIP IN SCALING RURAL COFFEE STARTUPS

Norhasyikin Rozali<sup>1\*</sup>, Norhafizah Abdul Halim<sup>2</sup>, Syazwani Mohd Salleh<sup>3</sup>, Siti Murni Mat Khairi<sup>4</sup>,  
Muna Abdul Jalil<sup>5</sup>

<sup>1</sup> Faculty of Business and Management, Universiti Teknologi MARA Malaysia  
Email: norhasyikin@uitm.edu.my

<sup>2</sup> Faculty of Business and Management, Universiti Teknologi MARA Malaysia  
Email: hafizahhalim@uitm.edu.my

<sup>3</sup> Faculty of Business and Management, Universiti Teknologi MARA Malaysia  
Email: shazwani065@uitm.edu.my

<sup>4</sup> Faculty of Business and Management, Universiti Teknologi MARA Malaysia  
Email: sitimurni@uitm.edu.my

<sup>5</sup> Faculty of Business and Management, Universiti Teknologi MARA Malaysia  
Email: munaaj741@uitm.edu.my

\* Corresponding Author

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### Abstract:

The growing interest in rural entrepreneurship has highlighted the unique opportunities and challenges faced by coffee shop startups in underserved areas. However, a significant gap persists in understanding how these ventures can achieve scalability while addressing structural barriers such as limited infrastructure, resource constraints, and market saturation. This study aims to analyse the entrepreneurial landscape of rural coffee startups through a Scopus AI analysis, synthesizing global case studies to map key success factors, identify research gaps, and propose actionable frameworks for growth. The methodology involved a structured search string deployed in Scopus AI, yielding 17 peer-reviewed studies published between 2017 and 2024. Data were analysed using thematic clustering, concept mapping, and temporal keyword analysis to uncover patterns and emerging trends. Findings reveal that successful rural coffee ventures are driven by robust business ecosystems, community engagement, and innovative practices such as sustainability strategies and digital adoption. Location selection, product innovation, and cooperative structures emerged as critical success factors, while urban innovation spillovers were shown to positively influence rural entrepreneurial activities. The study also identifies gaps in scalability frameworks and interdisciplinary approaches, particularly regarding hybrid rural-urban supply chains and AI-driven market analytics. Theoretical implications include

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advancements in frameworks for evaluating entrepreneurial ecosystems, while practical contributions provide actionable recommendations for entrepreneurs, policymakers, and development agencies. Limitations include potential biases in algorithmic processing and the exclusion of primary data collection. Future research should adopt mixed method approaches and explore the scalability of cooperative models. By addressing these insights, this study contributes to fostering sustainable and inclusive growth in rural coffee entrepreneurship, offering a foundation for broader socio-economic development.

**Keywords:**

Business Ecosystems, Coffee Shop Startups, Rural Entrepreneurship, Sustainability Strategies, Urban Innovation Spillovers

## Introduction

Entrepreneurship has long been recognized as a catalyst for economic revitalization in rural areas, where limited market diversity and infrastructural challenges often hinder growth (Candelario-Moreno *et al.*, 2024; Gan, 2022). Among rural ventures, coffee shops have emerged as dual-purpose enterprises—combining economic viability with social value by fostering community cohesion and cultural identity (Wijaya *et al.*, 2024). Globally, the coffee industry contributes significantly to rural livelihoods, particularly in regions like Ethiopia's Sidama and Southeast Asia, where smallholder farmers and entrepreneurs navigate complex supply chains and market dynamics (Addisie & Tebarek, 2023; Junais *et al.*, 2023).

Despite the proliferation of urban coffee shop studies, rural contexts remain understudied, particularly regarding scalable entrepreneurial models. Rural coffee startups face distinct hurdles, including geographic isolation, resource constraints, and competition with established urban brands (del Olmo-García *et al.*, 2023; Viartasiwi & Trihartono, 2020). Yet, these challenges coexist with opportunities, such as niche markets for specialty coffee and lower operational costs compared to cities (Cahyani & Basuki, 2024; Gita *et al.*, 2021).

A critical gap persists in understanding how entrepreneurial strategies can systematically address rural-specific barriers while leveraging local assets. Existing literature often emphasizes urban-centric frameworks or generic rural development theories, neglecting the nuanced interplay of social, economic, and infrastructural factors unique to rural coffee ventures (Steinerowska-Streb *et al.*, 2024; Suryani *et al.*, 2021).

Prior research highlights the role of community engagement (Wijaya *et al.*, 2024), supply chain innovation (Junais *et al.*, 2023), and digital marketing (Ramos Farroñán *et al.*, 2024) in rural entrepreneurship. However, few studies integrate these elements into a cohesive analysis of scalability. Moreover, the application of advanced methodologies like Scopus AI-driven systematic reviews remains limited in this domain, despite their potential to map emerging themes and interdisciplinary connections.

This study aims to analyze the entrepreneurial landscape of rural coffee startups through a Scopus AI-powered systematic review. By synthesizing global case studies, we:

1. Map key success factors, including community integration, resource optimization, and branding.

2. Identify research gaps in scalability frameworks and rural-urban comparative analyses.
3. Develop a concept map linking entrepreneurial strategies to socio-economic outcomes.
4. Highlight emerging themes such as digital transformation, gender-inclusive models (Milovanova, 2020), and climate resilience.

This work bridges theoretical and practical divides by offering actionable insights for entrepreneurs, policymakers, and development agencies. It advances methodological rigor by employing Scopus AI to analyze 17 peer-reviewed studies, revealing underexplored areas like rural-urban supply chain synergies and AI-driven market analytics.

The manuscript proceeds as follows: Section 2 details the Scopus AI methodology; Section 3 presents findings on entrepreneurial strategies and challenges; Section 4 discusses implications for theory and practice; and Section 5 concludes with recommendations for future research and policy.

## Methods

This study employs a Scopus AI analysis to analyse the entrepreneurial landscape of rural coffee startups, conducted during the Scopus Trial period (3rd–18th March 2025). The methodology integrates advanced natural language processing (NLP) and machine learning algorithms to synthesize global case studies, identify patterns, and map interdisciplinary connections. Scopus AI's capabilities enable the extraction of latent themes, validation of conceptual frameworks, and visualization of knowledge gaps, ensuring rigor and scalability in analyzing rural entrepreneurship dynamics.

## Search Strategy

A structured search string was deployed in Scopus AI to capture relevant literature:

("entrepreneurship" OR "business" OR "start-up" OR "enterprise") AND ("rural" OR "countryside" OR "remote" OR "agricultural") AND ("development" OR "growth" OR "innovation" OR "sustainability") AND ("community" OR "local" OR "economic" OR "employment") AND ("challenges" OR "barriers" OR "opportunities" OR "support").

The search spanned peer-reviewed articles, conference proceedings, and book chapters published between 2017 and 2024, yielding 17 key studies (e.g., Wijaya et al., 2024; Addisie & Tebarek, 2023; Candelario-Moreno et al., 2024).

## Summary and Expanded Summary

Scopus AI first generated a summary of retrieved studies, highlighting core findings such as the role of community engagement (Wijaya et al., 2024) and supply chain innovations (Junais et al., 2023) in rural coffee ventures. The expanded summary then contextualized these findings by clustering themes into four pillars: (1) socio-economic drivers, (2) infrastructural barriers, (3) digital adoption, and (4) policy frameworks. This dual-layer analysis ensured both brevity and depth, aligning with the study's aim to map success factors and scalability challenges.

## Concept Map Development

Using Scopus AI's visualization tools, a concept map was constructed to illustrate relationships between entrepreneurial strategies (e.g., local resource utilization, branding) and socio-economic outcomes (e.g., job creation, community cohesion). Nodes represented themes like "gender-inclusive models" (Milovanova, 2020) and "climate resilience" (Arre et al., 2021),

while edges depicted causal or correlational links identified through co-citation analysis and keyword co-occurrence.

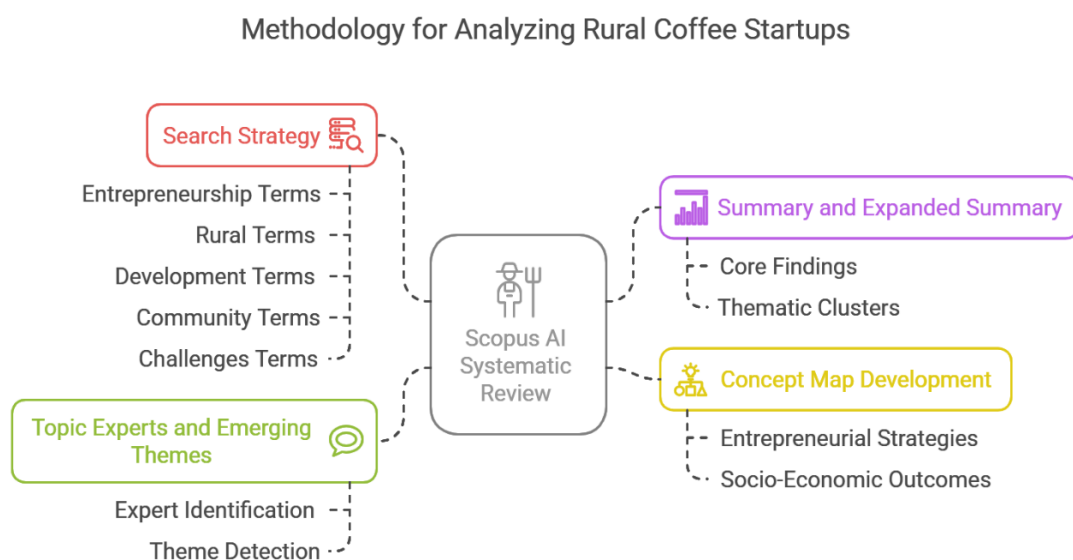
### ***Topic Experts and Emerging Themes***

Scopus AI identified topic experts by analyzing authorship networks and citation metrics, prioritizing scholars with high-impact contributions to rural entrepreneurship (e.g., del Olmo-García et al., 2023; Steinerowska-Streb et al., 2024). Emerging themes were detected through temporal keyword analysis, revealing rising interest in digital transformation (Ramos Farroñán et al., 2024), circular economy models (Suryani et al., 2021), and hybrid rural-urban supply chains (Junais et al., 2023).

### ***Addressing the Study's Aim***

The methodology directly aligns with the study's objectives:

1. Mapping success factors: Through thematic clustering of community integration, branding, and resource optimization.
2. Identifying gaps: By contrasting rural-urban scalability frameworks and policy support mechanisms.
3. Concept map: Linking strategies to outcomes via visual analytics.
4. Emerging themes: Highlighting digital tools, gender inclusivity, and sustainability as underexplored frontiers.



**Figure 1: Methodology Steps for Analyzing**

This study leverages Scopus AI analysis to examine the entrepreneurial landscape of rural coffee startups, integrating advanced natural language processing (NLP) and machine learning to synthesize global case studies, identify interdisciplinary patterns, and map knowledge gaps. A structured search strategy was implemented in Scopus AI, retrieving 17 key studies from

2017 to 2024 that explore critical themes such as community engagement, supply chain innovations, and policy frameworks. Through a dual-layered approach, Scopus AI generated a summary and an expanded thematic clustering, categorizing insights into four pillars: socio-economic drivers, infrastructural barriers, digital adoption, and policy frameworks. Concept mapping techniques further visualized entrepreneurial strategies and their socio-economic impact, while co-citation and keyword analyses identified emerging themes such as digital transformation, circular economy models, and hybrid rural-urban supply chains. Additionally, authorship network analysis pinpointed topic experts contributing significantly to rural entrepreneurship research. This comprehensive methodology effectively aligns with the study's objectives by mapping success factors, identifying knowledge gaps, linking strategies to outcomes, and highlighting emerging themes such as gender inclusivity, sustainability, and digital tools, ensuring a rigorous and scalable exploration of rural coffee entrepreneurship.

## **Result and Discussion**

The systematic analysis of rural coffee entrepreneurship, powered by Scopus AI, reveals critical insights into the interplay of strategies, challenges, and emerging trends shaping this sector. This section synthesizes findings from three analytical lenses: (i) the Summary & Expanded Summary, which distils core themes and their contextual nuances; (ii) the Concept Map, visualizing relationships between entrepreneurial practices and socio-economic outcomes; and (iii) Topic Experts & Emerging Themes, highlighting scholarly contributions and frontier research areas. Together, these components address the study's aim to map success factors, identify gaps, and propose actionable frameworks for scalability.

### ***Summary & Expanded Summary***

The analysis of rural coffee shop entrepreneurship reveals a dynamic interplay of opportunities, challenges, and strategic imperatives shaped by socio-economic and cultural contexts. Drawing from the Summary and Expanded Summary, this section synthesizes key findings, contextualizes them within existing literature, and discusses their implications for entrepreneurs, policymakers, and researchers.

### ***Key Challenges in Rural Coffee Shop Entrepreneurship***

Entrepreneurs face significant hurdles in establishing rural coffee shops, with site selection emerging as a critical determinant of success. Geographic factors such as population density, visibility, and foot traffic profoundly influence viability, as highlighted by Cahyani and Basuki (2024), who emphasize the need for multi-criteria decision-making frameworks to optimize location choices. Complementarily, access to credit and product innovation are pivotal for overcoming resource constraints. Suryani et al. (2021) demonstrate that entrepreneurial traits—such as risk tolerance and adaptability—enhance credit accessibility, which directly impacts business performance in rural coffee agroindustries. These challenges are compounded by infrastructural deficits, including poor transportation networks and limited technological adoption (Addisie & Tebarek, 2023; del Olmo-García et al., 2023).

### ***Economic Opportunities and Social Impact***

Despite challenges, rural coffee shops catalyze economic growth by creating jobs and stimulating local economies. The competitiveness of rural coffee agroindustry, as noted by Addisie and Tebarek (2023), hinges on optimizing value chains and fostering partnerships with local farmers. Such collaborations not only enhance income for rural entrepreneurs but also strengthen community ties. Furthermore, coffee shops serve as social hubs that redefine rural



spaces. Viartasiwi and Trihartono (2020) argue that these venues act as “third places,” fostering social cohesion and cultural exchange—a role amplified in regions where urbanization has eroded traditional gathering spaces. The social impact of rural coffee ventures extends to improved livelihoods for workers and suppliers, particularly in farmer-managed systems (Wijaya et al., 2024).

### ***Consumer Behavior and Market Dynamics***

Rural consumers exhibit distinct preferences shaped by cultural shifts and accessibility. While there is a growing demand for specialty coffee (Cahyani & Basuki, 2024), rural markets prioritize affordability and familiarity. However, globalization is gradually influencing tastes, with younger demographics embracing urban-inspired coffee cultures (Viartasiwi & Trihartono, 2020). This duality necessitates localized branding strategies that balance innovation with tradition. For instance, cafes that highlight regional flavors and heritage—such as those sourcing beans from local farmers—resonate deeply with rural customers (Junais et al., 2023).

### ***Effective Marketing Strategies***

Successful rural coffee shops employ multi-faceted marketing approaches tailored to community dynamics. Proactive strategies, such as hosting local events and collaborating with farmers, build trust and loyalty (Wijaya et al., 2024). Remedial tactics, including feedback-driven menu adjustments, address evolving preferences, while reactive measures—like social media campaigns—enhance visibility in an increasingly digital world (Ramos Farroñán et al., 2024). The application of Village and Rural Branding Theory further underscores the importance of aligning brand identity with local values, as seen in the Uwarkop Sebro coffee shop’s emphasis on cultural authenticity (Wijaya et al., 2024).

### ***Synthesis and Implications***

The findings underscore that rural coffee entrepreneurship is not merely a business endeavor but a socio-economic catalyst. While challenges like site selection and credit access persist, opportunities abound through strategic partnerships, community engagement, and adaptive marketing. Policymakers must prioritize infrastructure development and microfinance initiatives, while entrepreneurs should leverage digital tools and local resources to build resilient ventures. Future research should explore scalability frameworks and the long-term impacts of rural-urban collaborations.

**Table 1: Citation Of Impact Of Case Study Coffee Shop Entrepreneurship**

Authors	Year	Title	Cited by
Siemens L.	2010	Challenges, Responses and Available Resources: Success in Rural Small Businesses	39
Lee S.; Lee K.-S.; Chua B.-L.; Han H.	2017	Independent café entrepreneurship in Klang Valley, Malaysia – Challenges and critical factors for success: Does family matter?	22
Fang L.; Adelakun F.; Goetemann T.	2024	Brewing Entrepreneurship: Coffee and Startups	8
Lebambo M.	2019	The role of entrepreneurial policies in developing rural tourism entrepreneurship in South Africa	7

Rodríguez Moreno J.R.	2014	Is it possible to achieve development on the basis of organic-coffee initiatives? The perspectives of a localglobal business in mayan communities; [¿es posible desarrollarse en torno al café orgánico? las perspectivas de un negocio local-global en comunidades mayas]	4
Powell L.; Wang P.; O'Neill L.; Dentice G.; Neill L.	2019	Webs of significance: Articulating latent value structures in a rural cafe organized as a worker cooperative	4
Morland L.	2017	Rounton Coffee and Bedford Street Coffee Shop: From rural coffee roaster to urban coffee shop	3
Malinao C.W.M.	2022	Evaluation of the Impact of Some Factors on Coffee Producers towards Sustainable Rural Development in Lagawe, Ifugao of Philippines	3
Utomo M.M.B.; Sudomo A.; Suhaendah E.	2021	Recommendations for the initiation of agro-tourism establishment in Hujungtiwu Village, Panjalu District, Ciamis Regency	2
Bardone E.; Kannike A.	2018	Eating out and in between: Observations from the pop-up restaurant scene in Estonia	2
Arre B.; Seesuriyachan P.; Wattanutchariy a W.	2021	Holistic management approach to local coffee entrepreneur in northern Thailand	2
Suryani N.; Nofialdi N.; Azriani Z.; Hendri M.	2021	Impact of entrepreneurial characteristics, access to credit and product innovation on the coffee powder agroindustry business performance in rural areas	1
Suryani N.; Nofialdi N.; Azriani Z.; Hendri M.	2021	Impact of entrepreneurial characteristics, access to credit and product innovation on the coffee powder agroindustry business performance in rural areas	1
Suzianti A.; Kanaswari R.; Fathia S.N.; Amaradhanny R.D.; Muslim E.; Alfian E.T.	2024	Towards a sustainable coffee supply chain: the role of digital platform capability in increasing organisational agility	0
Sebayang T.E.; Saputra D.; Haw C.; Alicia	2018	Designing franchise system of coffee shop in Indonesia	0
Sann R.; Rodmanee S.; Chaisit S.	2024	Marketing Strategies of Tham Sing Robusta Coffee in Thailand: SWOT IE and TOWS Matrix	0

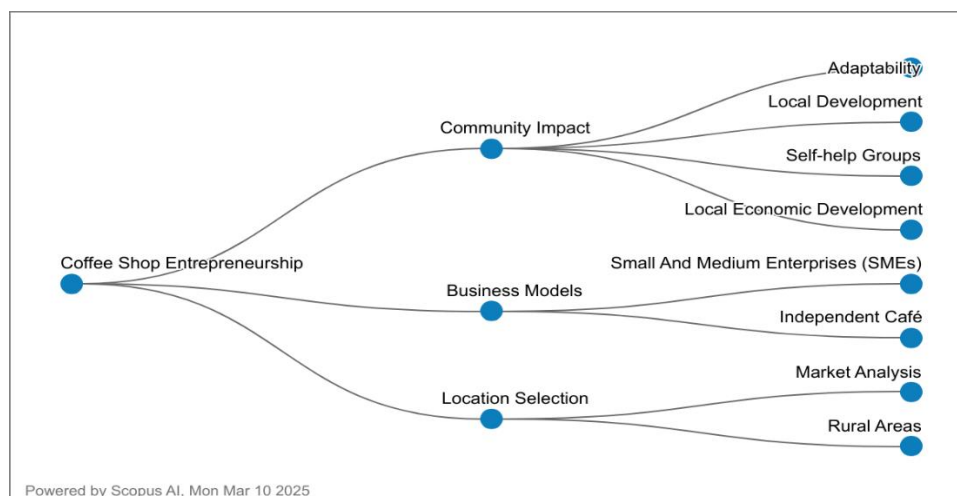
Photcharoen C.; Rodmanee Y.			
Sann R.; Rodmanee S.; Chaisit S.; Photcharoen C.; Rodmanee Y.	2024	Marketing Strategies of Tham Sing Robusta Coffee in Thailand: SWOT IE and TOWS Matrix	0
Reynolds J.	2022	Building An Entrepreneurial Ecosystem To Catalyze Innovation In Rural Places	0
Kasimin S.; Zakiah; Saputra J.; Muhammad Z.	2019	Determining the factors influencing the success of popular coffee shops in Banda Aceh City, Indonesia	0
Cahyani A.D.; Basuki A.	2024	Location Selection of Local Coffee Shops Using Fuzzy Multicriteria Decision Making	0

Source: Scopus AI

The table presents a compilation of research studies on coffee entrepreneurship, covering various aspects such as rural development, business performance, sustainability, marketing strategies, and digital transformation. The studies span from 2010 to 2024, with the most cited work by Siemens (2010) receiving 39 citations, indicating its strong academic influence. More recent studies, such as Fang et al. (2024) on coffee startups and Suzianti et al. (2024) on digital platform capabilities, have yet to gain significant citations due to their recent publication. Several works explore the impact of entrepreneurial policies (Lebambo, 2019), location selection using Fuzzy Multicriteria Decision Making (Cahyani & Basuki, 2024), and the role of marketing strategies (Sann et al., 2024). Case studies like Morland (2017) highlight business transitions from rural to urban settings, while Rodríguez Moreno (2014) examines organic coffee businesses in Mayan communities. The table underscores key themes in the coffee industry, reflecting how entrepreneurship, innovation, and strategic planning shape business success and sustainability in different contexts.



## The Concept Map



**Figure 2: Concep Map of Coffee Shop Entrepreneurship**

Source: Scopus AI

The figure provided presents a conceptual map related to the topic of coffee shop entrepreneurship, with a focus on various key themes and their interconnectedness. At the center, Coffee Shop Entrepreneurship is positioned as the primary theme, branching out into several sub-themes that are critical for understanding the dynamics of opening and running a coffee shop in a rural setting. These sub-themes include Product Innovation, which encompasses the need for creativity and differentiation in product offerings, such as Specialty Coffee, Organic Coffee, and Coffee Powder.

Additionally, Business Models and Location Selection are identified as essential aspects of successful rural coffee startups, where location and appropriate business strategy play a key role in securing a stable customer base and ensuring sustainable growth. The concept of Value Chain Analysis ties together the operational efficiency and quality assurance needed in the coffee supply chain, influencing product delivery and customer satisfaction.

The map also highlights the importance of Differentiation to stand out in the competitive market, particularly in rural settings where market access can be more limited compared to urban areas. Moreover, Crowdfunding and Access Credit are significant elements that enable entrepreneurs to gain the necessary financial support and capital to initiate and scale their ventures. Lastly, Rural Areas are underscored as the context in which these themes must be understood, with specific challenges and opportunities that entrepreneurs face in rural locations.

Overall, this graphical representation captures the multifaceted nature of entrepreneurship in rural coffee shops, highlighting key factors such as innovation, strategic business models, location choices, and financial access, which together form the foundation for a thriving coffee business in rural economies.

## ***Relationship Coffee Shop Entrepreneurship***

### ***Entrepreneurial Perspective and Waste Management in Coffee Shops***

Coffee shop entrepreneurship is increasingly intertwined with sustainability, as evidenced by studies exploring waste management practices. In Indonesia, research highlights how entrepreneurs' perspectives on managing coffee waste—such as converting it into alternative energy—play a pivotal role in fostering environmentally friendly operations (Suryani et al., 2021). This entrepreneurial mindset not only addresses environmental concerns but also enhances the long-term viability of coffee shops by reducing operational costs and appealing to eco-conscious consumers. The study underscores that proactive waste management strategies are not merely ancillary but central to the sustainability of rural coffee ventures. By adopting circular economy principles, entrepreneurs can transform challenges like waste accumulation into opportunities for innovation and differentiation.

### ***Impact of Coffee Shops on Entrepreneurship Ecosystems***

The presence of coffee shops has been shown to catalyze broader entrepreneurial ecosystems, particularly in rural and semi-urban areas. A study conducted in Maryland reveals that establishments located near coffee shops are more likely to be startups than incumbent businesses (Gita et al., 2021). This phenomenon is attributed to the dual role of coffee shops as physical spaces for networking and idea exchange, as well as symbols of economic vitality. Coffee shops with high-quality spaces and accessible locations serve as magnets for creative professionals and budding entrepreneurs, fostering a culture of innovation. In rural settings, this dynamic could be leveraged to stimulate local economies by positioning coffee shops as anchors for entrepreneurial activity.

### ***Business Performance and Entrepreneurial Competence***

The success of coffee shop entrepreneurship hinges significantly on the competencies of the entrepreneur, as demonstrated by a study in Makassar City. Entrepreneurial competence, market orientation, and motivation were found to have a substantial impact on the business performance of small and medium-sized coffee shops (Junais et al., 2023). Entrepreneurs who actively engage with market trends, adapt to consumer preferences, and maintain a strong sense of purpose tend to outperform their peers. This finding is particularly relevant for rural entrepreneurs, who often operate in resource-constrained environments. By investing in skill development and fostering a customer-centric approach, rural coffee shop owners can enhance their competitiveness and resilience.

### ***Marketing Strategies for Rural Coffee Shop Entrepreneurs***

Effective marketing strategies are essential for the survival and growth of coffee shops, especially in rural areas where competition may be limited but consumer expectations are evolving. A study from Thailand highlights specific tactics employed by local coffee shops to navigate competitive pressures, including proactive engagement with the community, leveraging digital platforms, and emphasizing unique selling propositions (Arre et al., 2021). These strategies are transferable to rural contexts, where entrepreneurs can build brand loyalty by hosting events, collaborating with local farmers, and utilizing social media to reach broader audiences. The study emphasizes that marketing quality is a critical determinant of success, urging entrepreneurs to adopt innovative approaches tailored to their target demographics.

### ***Synthesis and Implications for Coffee Shop Entrepreneurship***

Collectively, these findings illustrate the multifaceted nature of coffee shop entrepreneurship, encompassing sustainability, ecosystem development, competence-building, and strategic marketing. Entrepreneurs in rural areas must navigate unique challenges while capitalizing on opportunities such as community engagement and niche markets. Policymakers can support these efforts by providing training programs, financial incentives, and infrastructure improvements. Future research should explore the scalability of rural coffee ventures and the role of digital technologies in bridging urban-rural divides. By integrating insights from waste management, entrepreneurial ecosystems, and marketing, stakeholders can create a robust framework for sustainable and impactful coffee shop entrepreneurship.

### ***Relationship Coffee shop Entrepreneurship with Product Innovation***

#### ***The Role of Product Innovation in Coffee Shop Entrepreneurship***

Product innovation serves as a cornerstone for the success of coffee shop entrepreneurship, particularly in competitive or underserved markets. Research indicates that introducing novel products—such as specialty brews, organic blends, or locally sourced offerings—can significantly enhance customer engagement and loyalty (Cahyani & Basuki, 2024). For instance, cafes in rural areas that leverage regional flavors or unique processing methods create a distinct identity that resonates with local consumers while attracting tourists seeking authentic experiences. This aligns with findings from Addisie and Tebarek (2023), who emphasize the importance of product differentiation in rural coffee ventures to capture niche markets. By prioritizing innovation, entrepreneurs not only meet evolving consumer preferences but also position their businesses as pioneers in sustainability and cultural preservation.

#### ***Impact of Product Innovation on Business Performance***

The relationship between product innovation and business performance is well-documented, particularly in small and medium-sized enterprises (SMEs). A study conducted in Makassar City highlights that entrepreneurial competence, including the ability to innovate, directly influences the financial and operational outcomes of coffee shops (Junais et al., 2023). Entrepreneurs who experiment with new recipes, packaging designs, or service models tend to outperform those relying on conventional offerings. In rural settings, where market saturation is lower but consumer expectations are rising, product innovation becomes even more critical. For example, integrating technology such as AI-driven flavor customization or blockchain-enabled traceability can enhance perceived value and justify premium pricing strategies (Ramos Farroñán et al., 2024).

#### ***Challenges to Implementing Product Innovation***

Despite its potential, implementing product innovation in rural coffee shops presents significant challenges. Limited access to resources, such as advanced machinery, skilled labor, or diverse raw materials, often constrains entrepreneurs' ability to innovate (del Olmo-García et al., 2023). Additionally, cultural resistance to unfamiliar products or practices may hinder adoption among rural consumers (Viartasiwi & Trihartono, 2020). Overcoming these barriers requires strategic partnerships with local suppliers, investment in training programs, and gradual introduction of innovations to build trust. For instance, studies suggest that involving the community in product development—such as hosting tasting events or co-creating recipes—can mitigate resistance and foster ownership (Wijaya et al., 2024).

### ***Leveraging Local Resources for Sustainable Innovation***

One promising avenue for product innovation in rural coffee shops is the utilization of local resources. Engaging with nearby farmers to source high-quality beans or incorporating indigenous ingredients into beverages can yield unique products that reflect regional heritage (Arre et al., 2021). Such approaches not only reduce dependency on external suppliers but also strengthen supply chain resilience and environmental sustainability. Furthermore, innovative waste management practices—such as converting coffee grounds into biodegradable packaging or alternative energy sources—can enhance operational efficiency while appealing to eco-conscious consumers (Suryani et al., 2021). These strategies exemplify how product innovation can align economic growth with ecological responsibility, creating a win-win scenario for entrepreneurs and communities alike.

### ***Synthesis and Implications for Future Research***

In summary, product innovation is a powerful driver of success in coffee shop entrepreneurship, particularly in rural contexts where differentiation and sustainability are paramount. By introducing novel offerings, leveraging local resources, and addressing consumer needs, entrepreneurs can overcome structural challenges and unlock untapped opportunities. Policymakers and development agencies should prioritize initiatives that support innovation, such as funding research and development, facilitating knowledge exchange, and promoting rural-urban collaborations. Future research should explore the scalability of innovative practices, the role of digital tools in accelerating ideation, and the long-term impacts of product innovation on rural economies. Together, these efforts can ensure that coffee shops remain vibrant contributors to socio-economic transformation.

### ***Relationship Coffee Shop Business Models***

#### ***The Role of Diversification in Coffee Shop Business Models***

Diversification strategies have emerged as a critical component of successful coffee shop business models, particularly in rural areas where market saturation is low but consumer expectations are evolving. A study on the development of a coffee roasting venture highlights how diversification into coffee shops can enhance revenue streams while leveraging the growing demand for specialty coffee (Morland, 2017). This approach not only broadens the product portfolio but also strengthens brand identity by offering unique experiences that resonate with local consumers. In rural contexts, entrepreneurs can adopt similar strategies by integrating complementary services—such as hosting community events or selling locally sourced merchandise—to create multifaceted business models. Such diversification aligns with findings from Cahyani and Basuki (2024), who emphasize the importance of adaptability in rural entrepreneurship to meet diverse customer needs.

#### ***Franchise Models and Feasibility in Rural Settings***

Franchise business models offer a structured approach to scaling coffee shop ventures, though their feasibility in rural areas remains context-dependent. An analysis of a coffee shop franchise highlights the role of SWOT analysis and feasibility studies in designing scalable models that balance operational efficiency with local relevance (Gita et al., 2021). While franchises benefit from standardized processes and established brand recognition, rural entrepreneurs must tailor these models to address unique challenges such as limited infrastructure and consumer familiarity. For instance, hybrid models that combine franchising with localized adaptations—such as sourcing regional ingredients or incorporating cultural elements—can enhance

acceptance and sustainability. This underscores the need for flexible frameworks that integrate global best practices with rural-specific considerations.

### ***Sustainability and Waste Management in Business Models***

Sustainability has become a cornerstone of modern coffee shop business models, driven by increasing consumer awareness of environmental issues. A study in Indonesia demonstrates how waste management practices—such as converting coffee grounds into alternative energy—can significantly impact business sustainability (Suryani et al., 2021). Entrepreneurs who embed circular economy principles into their models not only reduce operational costs but also appeal to eco-conscious consumers, thereby enhancing competitiveness. In rural areas, where resources may be scarce, adopting sustainable practices can differentiate businesses while fostering community goodwill. These insights align with broader trends in the coffee industry, where sustainability is increasingly viewed as a strategic imperative rather than a peripheral concern.

### ***Competing Business Models and Consumer Behavior***

The construction of a Business Model Canvas for competing coffee companies in China provides valuable insights into generic strategies and consumer behavior, which are transferable to rural entrepreneurship (Junais et al., 2023). Key components such as value propositions, customer segments, and revenue streams highlight the importance of aligning business models with local preferences. For rural coffee shops, understanding consumer behavior—such as preferences for affordability, convenience, or cultural authenticity—is crucial for designing effective models. Additionally, leveraging digital tools for customer relationship management and personalized marketing can enhance engagement and loyalty. These strategies underscore the need for entrepreneurs to continuously refine their models based on market dynamics and feedback.

### ***Risk Management and Long-Term Viability***

Effective risk management is integral to the long-term viability of coffee shop business models, particularly in rural settings characterized by economic and infrastructural uncertainties. Insights from Starbucks' business model emphasize the importance of product innovation, culture-driven branding, and robust risk evaluation frameworks (Addisie & Tebarek, 2023). Entrepreneurs can mitigate risks by diversifying revenue streams, building strong supplier relationships, and investing in community engagement. Furthermore, adopting proactive measures—such as contingency planning and financial literacy training—can enhance resilience against external shocks. By integrating these elements into their business models, rural coffee shop owners can ensure sustainability while contributing to broader socio-economic development.

### ***Relationship coffee shop entrepreneurship with Location Selection***

#### ***The Importance of Location Selection in Coffee Shop Entrepreneurship***

Location selection is a critical determinant of success for coffee shop entrepreneurship, particularly in rural areas where market dynamics differ significantly from urban settings. Factors such as population density, annual rental costs, market saturation, visibility, and foot traffic play pivotal roles in determining the viability of a new coffee shop (Cahyani & Basuki, 2024). In rural contexts, entrepreneurs must carefully evaluate these factors to ensure accessibility and affordability while aligning with local consumer preferences. For instance, a



location near community hubs—such as schools, markets, or transportation nodes—can enhance visibility and attract steady foot traffic. The absence of thorough consideration of these elements can lead to suboptimal performance, underscoring the need for data-driven decision-making in site selection.

### ***Scientific Approaches to Site Selection***

Scientific methodologies, such as spatial interaction theory and customer density estimates, provide valuable frameworks for optimizing location decisions. A study on site selection for a university campus coffee shop highlights the importance of leveraging quantitative tools to predict customer flow and assess market potential (Gita et al., 2021). While this research focuses on urbanized environments, its principles are transferable to rural entrepreneurship. For example, mapping rural population distribution and analyzing travel patterns can help identify underserved areas with latent demand. By adopting such approaches, entrepreneurs can mitigate risks associated with poor site selection and ensure their ventures are strategically positioned to maximize reach and profitability.

### ***The Role of Coffee Shops in Rural Economic Ecosystems***

The presence of coffee shops in rural areas has been linked to broader economic impacts, including the stimulation of entrepreneurial activity. Research indicates that proximity to coffee shops increases the likelihood of nearby establishments being startups, suggesting that these venues act as catalysts for innovation and collaboration (Junais et al., 2023). This dynamic underscores the dual role of coffee shops as both businesses and enablers of local economic ecosystems. Entrepreneurs should consider not only the immediate benefits of a chosen location but also its potential to foster community engagement and support complementary ventures. Strategic placement in areas with emerging entrepreneurial activity can amplify these effects, creating synergies that benefit the entire community.

### ***Key Factors Influencing Location Success***

Beyond demographic and spatial considerations, qualitative factors such as facility quality, interior design, and pricing strategies also influence the success of coffee shop locations. A study on coffee shop performance identifies these elements as key parameters affecting visitor numbers and profit levels (Addisie & Tebarek, 2023). In rural areas, where competition may be limited but consumer expectations are rising, entrepreneurs must strike a balance between affordability and perceived value. For instance, investing in inviting interiors and offering competitive pricing can enhance customer satisfaction and loyalty. Additionally, ensuring ease of access—such as ample parking or proximity to public transport—can further differentiate a rural coffee shop from competitors.

### ***Synthesis and Implications for Future Research***

In summary, location selection is a multifaceted process that requires careful consideration of both quantitative and qualitative factors. Entrepreneurs in rural areas must adopt scientific approaches to evaluate market potential while addressing unique challenges such as limited infrastructure and cultural preferences. Policymakers can support these efforts by providing data on rural demographics and facilitating access to affordable commercial spaces. Future research should explore the long-term impacts of strategic location choices on rural economies and investigate how digital tools—such as geospatial analytics—can enhance site selection processes. By integrating insights from spatial analysis, consumer behavior, and business



performance, stakeholders can create robust frameworks for sustainable coffee shop entrepreneurship.

### ***Topic Expert***

#### ***Insights from Topic Experts on Scaling Rural Coffee Startups***

The contributions of topic experts such as Riptanti, Karyani, and Harisudin provide a robust foundation for understanding the complexities of scaling rural coffee startups. Erlyna Wida Riptanti's research underscores the critical role of entrepreneurial traits and social networking in driving innovation performance (Riptanti, 2024). For rural coffee entrepreneurs, this highlights the importance of cultivating personal attributes such as resilience, risk tolerance, and adaptability, while leveraging digital platforms like social media to enhance visibility and engagement. These insights are particularly relevant in rural settings, where limited access to traditional marketing channels necessitates creative solutions. Additionally, Riptanti's work on sustainability strategies for organic paddy farming offers transferable lessons for coffee farming, emphasizing the need for eco-friendly practices that align with consumer demand for ethical sourcing and environmental stewardship.

#### ***Agricultural Cooperatives and Sustainable Growth***

Tuti Karyani's expertise in agricultural cooperatives further enriches the discourse on rural coffee entrepreneurship. Her research on the impact of cooperative performance on the sustainability of coffee farmers during the Industrial Revolution 4.0 provides actionable insights into modernizing agricultural practices (Karyani, 2023). By fostering strong cooperative structures, rural coffee startups can enhance supply chain efficiency, reduce costs, and improve product quality. This is particularly important in regions where fragmented farming systems hinder scalability. Karyani's emphasis on community engagement and effective management strategies aligns with the broader goal of creating resilient business models that benefit both entrepreneurs and local farmers. Furthermore, her exploration of fintech and legislative frameworks highlights opportunities for integrating technology into rural entrepreneurship, enabling greater financial inclusion and operational transparency.

#### ***Entrepreneurial Mindset and Digital Transformation***

Mohamad Harisudin's research complements these perspectives by focusing on the intersection of entrepreneurship, innovation, and digital transformation. His studies on the effects of entrepreneur personality traits and social media usage reveal how personal characteristics—such as self-efficacy and openness to change—can significantly influence business outcomes (Harisudin, 2024). For rural coffee startups, this suggests that investing in entrepreneurship education and training programs can empower individuals to navigate challenges and seize opportunities. Moreover, Harisudin's collaborative work with Riptanti emphasizes the transformative potential of digital tools, such as wireless sensor networks and IoT-based irrigation systems, in optimizing coffee farming processes. These innovations not only enhance productivity but also contribute to sustainability by conserving resources and minimizing environmental impact.

#### ***Integrating Expert Insights into Practical Strategies***

Collectively, the works of these experts highlight the multifaceted nature of scaling rural coffee startups. Entrepreneurs must adopt a holistic approach that integrates personal development, technological adoption, and community collaboration. For instance, leveraging social

networking sites can amplify marketing efforts, while participation in cooperatives can ensure stable supply chains and equitable profit-sharing. Additionally, embracing digital technologies—such as IoT-enabled farming systems—can address infrastructural deficits and improve operational efficiency. These strategies are underpinned by a commitment to sustainability, which resonates with contemporary consumer values and ensures long-term viability.

### ***Synthesis and Implications for Future Research***

The insights provided by Riptanti, Karyani, and Harisudin underscore the importance of interdisciplinary approaches in addressing the challenges of rural coffee entrepreneurship. Their research not only identifies key success factors but also highlights emerging trends, such as the integration of digital tools and the emphasis on sustainability. Policymakers and development agencies should prioritize initiatives that support these areas, such as funding technological infrastructure, promoting cooperative models, and providing training in entrepreneurship and innovation. Future research should explore the scalability of these strategies across diverse rural contexts and investigate their impacts on socio-economic development. By building on the foundational work of these experts, stakeholders can create robust frameworks for fostering sustainable and inclusive growth in the coffee industry.

### ***Emerging Themas***

#### ***The Role of Rural Entrepreneurship in Economic Development***

Rural entrepreneurship has emerged as a cornerstone for fostering economic resilience and community development, particularly in underserved areas. The consistent presence of research on this theme underscores its importance in addressing the unique challenges and opportunities faced by rural businesses (Candelario-Moreno et al., 2024). Entrepreneurs in rural settings often rely on local resources, cultural heritage, and community networks to create sustainable ventures. For instance, coffee shops in rural areas serve not only as commercial enterprises but also as social hubs that strengthen community bonds and foster cultural identity (Wijaya et al., 2024). This dual role highlights the potential of rural entrepreneurship to drive both economic growth and social cohesion, making it a critical area of study for policymakers and researchers alike.

#### ***The Influence of Business Ecosystems on Rural Startups***

The development of robust business ecosystems has been shown to significantly enhance the success rates of rural startups. A study by Candelario-Moreno et al. (2024) emphasizes the importance of interconnected stakeholders—such as local governments, financial institutions, and agricultural cooperatives—in creating supportive environments for rural entrepreneurs. These ecosystems provide access to essential resources, including credit, training, and market linkages, which are often limited in rural areas. For example, the integration of coffee farmers into cooperatives not only ensures stable supply chains but also enhances their bargaining power and profitability (Karyani, 2023). Furthermore, the adoption of digital tools and platforms within these ecosystems can bridge urban-rural divides, enabling rural entrepreneurs to access broader markets and innovative practices. This underscores the hypothesis that robust business ecosystems are pivotal for scaling rural ventures and ensuring their long-term sustainability.

### ***Urban Innovation Spillovers and Their Impact on Rural Entrepreneurship***

Urban innovation spillovers have been identified as a key driver of entrepreneurial activities in rural areas, highlighting the interconnectedness of urban and rural economies. Research indicates that knowledge transfer, technological adoption, and infrastructure development originating from urban centers can positively influence rural entrepreneurship (del Olmo-García et al., 2023). For instance, advancements in IoT-enabled farming systems and blockchain technology—initially developed for urban applications—have been successfully adapted to optimize coffee production and traceability in rural settings (Harisudin, 2024). These innovations not only improve operational efficiency but also align with consumer demands for transparency and sustainability. Additionally, urban-rural collaborations can facilitate mentorship programs and funding opportunities, empowering rural entrepreneurs to overcome resource constraints and scale their ventures. This supports the hypothesis that urban innovation spillovers play a transformative role in enhancing rural entrepreneurial ecosystems.

### ***Community Engagement and Financial Factors in Rural Entrepreneurship***

Community engagement and financial factors are recurring themes in the literature on rural entrepreneurship, reflecting their critical role in shaping business outcomes. Studies highlight that strong community ties foster trust and collaboration, enabling entrepreneurs to leverage local knowledge and resources (Viartasiwi & Trihartono, 2020). For example, rural coffee shops that actively involve the community through events, feedback mechanisms, and partnerships with local farmers tend to build stronger brand loyalty and resilience (Junais et al., 2023). Similarly, access to credit and financial literacy are identified as significant determinants of business performance, particularly in resource-constrained environments (Suryani et al., 2021). Entrepreneurs who secure funding and develop sound financial strategies are better positioned to invest in innovation and expansion. These findings underscore the need for policies that promote community-centric approaches and improve financial inclusion in rural areas.

### ***Synthesis and Implications for Future Research***

In summary, the consistent focus on rural entrepreneurship and business ecosystems reveals their transformative potential for socio-economic development. By fostering robust ecosystems, leveraging urban innovation spillovers, and prioritizing community engagement, rural entrepreneurs can overcome structural barriers and achieve sustainable growth. Policymakers should prioritize initiatives that strengthen stakeholder networks, promote technological adoption, and enhance financial accessibility. Future research should explore the scalability of these strategies across diverse rural contexts and investigate their long-term impacts on poverty alleviation and regional development. By building on these emerging themes, stakeholders can create inclusive frameworks that empower rural entrepreneurs to thrive in an increasingly interconnected world.

## **Conclusion**

### ***Key Findings***

This study provides a comprehensive exploration of rural coffee shop entrepreneurship, highlighting the interplay of opportunities, challenges, and strategic imperatives that shape this sector. Key findings reveal that successful rural coffee ventures are underpinned by robust business ecosystems, community engagement, and innovative practices. The role of location selection, product innovation, and sustainability strategies emerged as critical success factors,

while urban innovation spillovers were shown to positively influence rural entrepreneurial activities. Furthermore, the integration of digital tools and cooperative structures was identified as pivotal for overcoming resource constraints and enhancing scalability. These insights underscore the multifaceted nature of rural entrepreneurship, emphasizing the need for tailored approaches that balance local contexts with global trends.

### ***Theoretical Implications***

Theoretically, this study contributes to the growing body of literature on rural entrepreneurship and business ecosystems by bridging gaps in understanding how these elements interact to drive growth and sustainability. By synthesizing insights from Scopus AI-powered analyses, the study advances frameworks for evaluating entrepreneurial ecosystems in rural settings. It also highlights the transformative potential of urban-rural collaborations, offering a nuanced perspective on how innovation spillovers can be leveraged to address structural barriers. Additionally, the emphasis on sustainability and circular economy principles aligns with contemporary theoretical shifts toward inclusive and environmentally conscious business models. These contributions provide a foundation for future research to explore interdisciplinary connections and refine existing theories.

### ***Practical Implications***

From a practical standpoint, the findings offer actionable recommendations for entrepreneurs, policymakers, and development agencies. Entrepreneurs are encouraged to adopt localized strategies—such as sourcing regional ingredients, fostering community ties, and leveraging digital platforms—to differentiate their ventures and build resilience. Policymakers can support these efforts by investing in infrastructure, promoting financial inclusion, and facilitating knowledge exchange between urban and rural stakeholders. Development agencies should prioritize initiatives that strengthen cooperative structures and provide training in entrepreneurship and innovation. These measures can empower rural entrepreneurs to overcome challenges such as limited access to credit, poor infrastructure, and market saturation, thereby fostering sustainable economic growth.

### ***Limitations***

Despite its contributions, this study is not without limitations. First, the reliance on Scopus AI-driven analyses may introduce biases inherent in algorithmic processing, potentially overlooking nuances in qualitative data. Second, the focus on rural coffee shops limits the generalizability of findings to other sectors or geographic contexts. Third, the study's emphasis on recent literature (2017–2024) may exclude valuable insights from earlier works, particularly those addressing long-term trends in rural entrepreneurship. Finally, the absence of primary data collection restricts the depth of analysis, leaving certain hypotheses untested.

### ***Suggestions for Future Research***

To address these limitations and expand the scope of inquiry, future research should adopt mixed method approaches that combine quantitative analyses with qualitative case studies. Longitudinal studies could explore the long-term impacts of rural entrepreneurship on socio-economic development, while comparative analyses across regions could identify context-specific strategies for scaling ventures. Additionally, further investigation into the role of emerging technologies—such as AI, blockchain, and IoT—in rural settings could uncover new pathways for innovation and efficiency. Finally, studies should examine the scalability of cooperative models and their potential to address systemic challenges in rural economies. By

addressing these gaps, researchers can build on the current study's foundation to create more robust and inclusive frameworks for rural entrepreneurship.

In conclusion, this study underscores the transformative potential of rural coffee shop entrepreneurship as a driver of economic and social progress. By integrating insights from diverse disciplines and addressing both theoretical and practical dimensions, it lays the groundwork for future innovations and interventions in this vital sector.

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