

Women Entrepreneurs in Focus: Trends, Insights, and Future Research Pathways

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ABSTRACT

This study explores the dynamics of women's digital entrepreneurship, focusing on the themes of empowerment, survival strategies, and inclusive economic development. The research goal is to analyze the trends, barriers, and emerging Women entrepreneurs in focus: Trends, themes in this field using bibliometric insights, and future research pathways. methods. The findings reveal that while empowerment and digital transformation have facilitated women's involvement in entrepreneurship, challenges such as gender stereotypes, limited access to capital, and network exclusion persist. Resilience, family support, and financial literacy are essential for the survival of women-led businesses, particularly in micro-enterprises. Additionally, digital entrepreneurship plays a critical role in financial inclusion and poverty alleviation, offering opportunities for marginalized groups to engage in the global economy. The study highlights the need for policies to foster an inclusive ecosystem and to address intersectional factors affecting success. Future research should focus on women's experiences and the impact of digital tools on business success. These findings have practical implications for creating more equitable environments for women entrepreneurs.

Keywords: Bibliometric Analysis; Empowerment; Financial Inclusion; Survival Strategies; Women's Entrepreneurship

INTRODUCTION

The emergence of women entrepreneurs within academic discourse became increasingly evident toward the latter part of the 20th century, correlating with the rising participation of women in entrepreneurial activities. Women's contributions to the establishment and management of enterprises have gained greater recognition amidst social, economic, and policy transformations that advocate for gender parity. Female entrepreneurship not only serves as a vehicle for economic empowerment but also reflects evolving cultural and structural paradigms that characterize contemporary society. Today, women assume roles not merely as participants in domestic economic spheres but also as innovators and leaders within the global business ecosystem (Manansala & Vargas, 2025; Sandroto, 2024; Brush et al., 2009).

The phenomena of digitalization, globalization, and social transformation have further catalyzed the growing involvement of women in entrepreneurial endeavors. Enhanced accessibility to technology, social networks, and financial resources has opened new pathways for women to initiate and expand their businesses. Moreover, government initiatives and policy programs aimed at empowering women have contributed to the development of a more gender-inclusive entrepreneurial ecosystem. Nevertheless, female entrepreneurs continue to face structural barriers, including deeply rooted gender stereotypes, limited access to capital, and exclusion from predominantly male-dominated business network (Ahmed et al., 2025; Verheul et al., 2006).

Even with these advancements, studies that carefully look at the ideas and research paths of women entrepreneurs using bibliometric methods are still quite limited. The application of science mapping methodologies is crucial for identifying publication trends, citation patterns, and thematic interconnections across this body of literature (Ahl & Marlow, 2012). Bibliometric metadata will be utilized to address several key research questions: (a) What trends can be observed in the publications and citations related to women entrepreneurs? (b) Who are the most prolific authors contributing to this field? (c) Which journals are recognized as the most relevant and frequently cited? (d) Which institutions are the most productive contributors in this research area? (e) What are the prevailing themes within the intellectual architecture of female entrepreneurship studies? (f) What potential avenues for future research can be identified in the study of women entrepreneurs?

The innovative contribution of this study lies in the use of overlay visualization techniques that analyze both the frequency and the average publication year, alongside normalized citation frequencies. This approach allows for a detailed mapping of emerging research themes within the domain of female entrepreneurship

LITERATURE REVIEW

Over the past few decades, the study of women's entrepreneurship has experienced rapid growth and has emerged as a significant theme within the business and management literature. This development is closely tied to the growing attention from researchers to the strategic role of women in driving economic growth, creating employment opportunities, and promoting social empowerment across various countries, including those in the developing world. Research on women's entrepreneurship does not solely focus on economic aspects but also encompasses social and cultural dimensions, making it highly relevant within the framework of sustainable and gender-equitable development. This phenomenon has led to the emergence of various theoretical and methodological approaches aimed at understanding the dynamics of

women's entrepreneurship more comprehensively (Noguera et al., 2013; Brush et al., 2009).

Brush et al. (2009) were among the pioneers in developing an analytical framework sensitive to gender issues through the introduction of the "5M Framework." This model highlights five interrelated elements—market, money, management, motherhood, and the macro/meso environment—designed to capture the complexity of women's entrepreneurial experiences, which are often shaped by their dual roles in domestic and public spheres. Thus, the framework offers a more inclusive analytical lens to examine the challenges and opportunities faced by women entrepreneurs across diverse social and economic contexts (Foss et al., 2019).

Aligned with efforts to strengthen theoretical frameworks, methodological studies have also shown significant developments in research on women's entrepreneurship. Critical reviews of methodological approaches over the past three decades reveal that much of the research remains dominated by quantitative approaches focused on measuring business performance, while qualitative studies exploring the subjective experiences of women entrepreneurs remain relatively limited. Consequently, scholars are encouraged to adopt more diverse methodological approaches, including qualitative and cross-cultural studies, to better capture the holistic reality of women's entrepreneurship (Henry et al., 2016; Hughes et al., 2012).

In the context of developing countries, De Vita et al. (2014) emphasize the important role of women entrepreneurs in supporting local economic development. Nevertheless, they also face numerous structural barriers, such as limited access to funding, lack of institutional support, and entrenched patriarchal cultural norms that restrict women's participation in business sectors. Their study underscores the need for more targeted policy interventions to address gender inequalities in entrepreneurship, including programs for training, mentoring, and access to financial resources (De Vita et al., 2014).

Hughes and colleagues (2012) advocate for an expanded research agenda in women's entrepreneurship by highlighting the importance of considering the broader social and cultural contexts surrounding entrepreneurial activities. They argue that research should not only address participation rates and business performance but also examine wider factors such as power relations, social structures, and gender dynamics within society. An interdisciplinary approach becomes particularly relevant in responding to this need, offering meaningful contributions to the formulation of strategies for empowering women in the entrepreneurial sector (Hughes et al., 2012).

Based on the literature reviewed, it can be concluded that the study of women's entrepreneurship continues to evolve both conceptually and methodologically. Nevertheless, significant opportunities remain for further research, particularly in exploring the subjective experiences of women entrepreneurs, examining the influence of digitalization, and investigating the role of intersectionality factors such as age, ethnicity, and education in shaping entrepreneurial dynamics. Thus, this body of research not only enriches academic discourse but also holds practical implications for informing policies aimed at promoting gender equality and women's economic empowerment (Syafitri & Finuliyah, 2024).

RESEARCH METHOD

The research commenced with a comprehensive literature search utilizing the Scopus database, widely acknowledged as one of the most authoritative and extensive sources

of academic bibliographic information (Donthu et al., 2021; Wahyoedi et al., 2024). Scopus was selected due to its reputation for providing reliable academic metadata across multiple disciplines and its user-friendly access to diverse scholarly publications. To ensure the retrieval of relevant studies, a combination of search terms—namely “woman entrepreneur,” “female entrepreneurship,” and “women-owned business”—was employed, alongside the application of Boolean operators to broaden and refine the search results. This strategy aligns with established best practices in bibliometric research, such as those demonstrated by Yadav and Unni (2016), who examined trends in women’s entrepreneurship within economic and development literature.

Subsequently, the retrieved data were processed using VOSviewer software to map collaboration networks, co-occurrence relationships among terms, and citation patterns, thereby facilitating the visualization of the intellectual structure and the identification of dominant research themes in the field of women’s entrepreneurship. The specific search query used was:

TITLE-ABS-KEY ("wom entrepre")

The initial search yielded 4,102 documents. In the subsequent filtering phase, the dataset was restricted to publications from 2015 to 2024. Additional inclusion criteria required that documents be journal articles written in English, resulting in a refined dataset comprising 1,734 documents.

From the curated dataset, the extracted metadata included information such as author names, institutional affiliations, journal titles, article titles, author keywords, abstracts, and citation counts.

For the bibliometric analysis, Microsoft Excel and Publish or Perish software were utilized to assess research productivity. VOSviewer version 1.6.20 was employed for science mapping purposes. The analytical method applied was co-occurrence analysis, with the unit of analysis being the author keywords.

RESULTS

Research Productivity

The number of publications addressing women’s entrepreneurship from 2015 to 2024 demonstrates an upward trend. However, the number of citations received by these publications has fluctuated over the same period. The results of the analysis regarding the number of publications and citations are presented in Table 1, which details the distribution of scholarly works by year of publication as well as citation counts within the context of the bibliometric analysis on women’s entrepreneurship.

The data indicate an upward trend in the number of publications over the years, particularly after 2020. Between 2015 and 2019, the number of publications steadily increased from 69 to 165 documents, accompanied by relatively high average citations per paper (C/P), such as 40.22 in 2015 and 34.15 in 2017. Moreover, the h-index during this period also grew from 30 to 44, suggesting that a significant number of publications were not only productive but also highly impactful within the field.

Table 1. Publications by Year of Publication and Citations

Year	TP	NCP	TC	C/P	C/CP	h
2015	69	65	2775	40,22	42,69	30
2016	90	82	2406	26,73	29,34	28

2017	86	82	2937	34,15	35,82	31
2018	120	117	3783	31,53	32,33	38
2019	165	149	4710	28,55	31,61	44
2020	173	168	4255	24,60	25,33	37
2021	195	182	3209	16,46	17,63	30
2022	242	226	3089	12,76	13,67	27
2023	263	230	1814	6,90	7,89	21
2024	331	213	1156	3,49	5,43	14

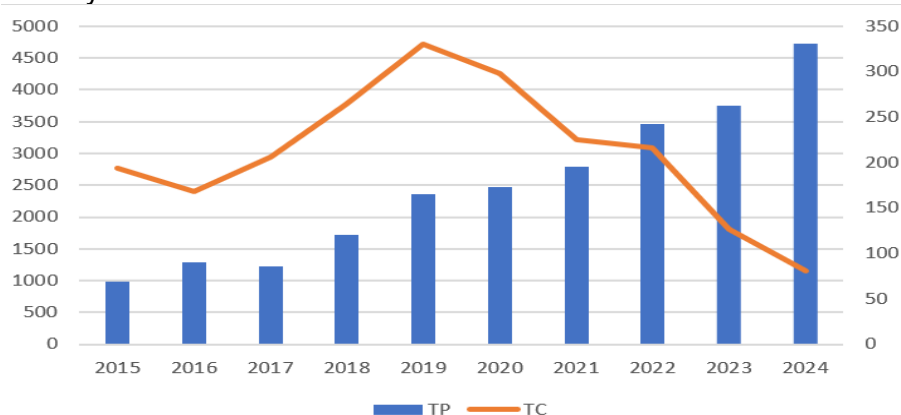
Note. TP = total publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; h = h-index.

Entering the period from 2020 to 2021, the number of publications surged to 173 and 195 documents, respectively. However, this growth was accompanied by a decline in the average citations per paper, from 24.60 in 2020 to 16.46 in 2021. This pattern indicates that although productivity increased, the time required for newly published documents to accumulate citations contributed to the decline in C/P figures. Nevertheless, the h-index remained relatively high, reflecting that several publications continued to attract considerable attention from the academic community.

From 2022 to 2024, the surge in publication volume became even more pronounced, with 242 documents in 2022, 263 in 2023, and 331 in 2024. On the other hand, both the average citations per paper (C/P) and the h-index exhibited a sharp downward trend, with C/P reaching its lowest point at 3.49 and the h-index declining to 14 by 2024. This decline follows a common pattern observed in bibliometric analyses, where newer publications typically require more time to build visibility and accumulate citations—a phenomenon known as the citation lag effect.

The table illustrates that the period from 2015 to 2019 represents a peak era for high-impact publications, whereas the period from 2020 onwards reflects a substantial expansion in quantity, albeit requiring more time to achieve comparable citation quality and impact. These findings are crucial for understanding the evolving dynamics of the literature and for informing future research and publication strategies.

Figure 1. Yearly Distribution of Publications and Citations



Note. TP = total publications; TC = total citations.

Authorship Analysis

Table 2 presents a list of the ten most productive authors in the field of women's entrepreneurship research, based on the number of publications (TP), number of cited

publications (NCP), total citations (TC), average citations per publication (C/P and C/CP), and each author's h-index. A detailed analysis of the top three authors—Kaciak, E., Ahl, H., and Agarwal, S.—reveals their significant contributions to the advancement of this field.

Table 2. Leading Authors by Research Productivity

Author Name	Affiliation	TP	NCP	TC	C/P	C/CP	h
Kaciak, E.	Brock University, Canada	20	20	607	30,35	30,35	14
Ahl, H.	Jönköping University, Sweden	14	14	809	57,79	57,79	9
Agarwal, S.	GLA University, Mathura, India	12	12	428	35,67	35,67	10
Ramadani, V.	South East European University, Macedonia	12	12	539	44,92	44,92	10
Tillmar, M.	Linnaeus University, Växjö, Sweden	12	12	330	27,50	27,50	8
Welsh, D.H.B.	Universidad Catolica de la Santisima Concepcion, Chile	12	12	443	36,92	36,92	9
McAdam, M.	Dublin City University, Ireland	10	10	370	37,00	37,00	7
Quagraine, F.A.	GIMPA, Achimota, Ghana	10	9	105	10,50	11,67	6
Anggadwita, G.	Telkom University, Indonesia	9	9	499	55,44	55,44	8
Berglund, K.	Örebro University School of Business, Sweden	9	9	363	40,33	40,33	7

Note. TP = total publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; h = h-index.

Kaciak, E., from Brock University, Canada, stands out as the most productive author, having published 20 documents, all of which have been cited (NCP = 20). He has accumulated a total of 607 citations, resulting in an average of 30.35 citations per publication. The close alignment between C/P and C/CP values suggests that each of his works has received a relatively consistent level of attention from the academic community. Moreover, Kaciak's h-index of 14 indicates that at least 14 of his publications have been cited a minimum of 14 times, reflecting a stable and sustained impact within the field of women's entrepreneurs.

In second place, Ahl, H., from Jönköping University, Sweden, exhibits a remarkably strong performance despite a smaller number of publications (14 documents). She has received 809 total citations, achieving the highest average citations per publication (57.79) among all listed authors. The consistency between her C/P and C/CP values demonstrates that Ahl's contributions are not only prolific but also highly influential. Her h-index of 9 further highlights the outstanding academic quality of her research on gender and entrepreneurship.

Agarwal, S., from GLA University, India, ranks third with a total of 12 publications and 428 citations. His average citations per publication (C/P) reach 35.67, indicating a strong citation impact relative to his output. With an h-index of 10, Agarwal shows that a significant portion of his publications have been cited consistently. The high ratio of citations to publications reflects his ability to maintain a balance between productivity and research quality.

These three authors have demonstrated excellence not only in terms of publication volume but also in maintaining high scholarly impact, as evidenced by their C/P, C/CP, TC, and h-index indicators. These results emphasize their critical roles in advancing the academic discourse on women's entrepreneurship and illustrate how research productivity and citation influence are interrelated in fostering scientific progress within the field.

Most Active Source Titles (Journals)

Table 3 presents a list of journals that have been the most active in publishing scholarly works related to women's entrepreneurship. The three journals contributing most

significantly—measured by the number of publications, total citations, and other performance indicators—are the International Journal of Gender and Entrepreneurship (MDPI), the International Journal of Entrepreneurship and Small Business (Inderscience Enterprises), and the International Journal of Entrepreneurial Behaviour and Research (Emerald Group Publishing).

Table 3. Top Publishing Journals

Source Title/ Publisher	TP	NCP	TC	C/P	C/CP	h
International Journal of Gender and Entrepreneurship/ Multidisciplinary Digital Publishing Institute (MDPI)	106	126	1768	16,68	14,03	20
International Journal of Entrepreneurship and Small Business/ Inderscience	49	53	2927	59,73	55,23	34
International Journal of Entrepreneurial Behaviour and Research/ Emerald Group Publishing	45	40	1207	26,82	30,18	20
Sustainability Switzerland/ Multidisciplinary Digital Publishing Institute (MDPI)	41	39	1633	39,83	41,87	21
Journal Women S Entrepreneurship and Education/ Institute of Economivs Sciences	37	37	1016	27,46	27,46	17
Journal Of Enterprising Communities/ Emerald Group Publishing	34	35	977	28,74	27,91	16
Gender In Management/ Emerald Group Publishing	30	34	913	30,43	26,85	16
Journal Of Entrepreneurship in Emerging Economies/ Emerald Group Publishing	28	33	783	27,96	23,73	20
Small Business Economics/ Emerald Group Publishing	28	32	536	19,14	16,75	14
Entrepreneurship And Regional Development/ Routledge	25	29	192	7,68	6,62	7

Note. TP = total publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; h = h-index.

The International Journal of Gender and Entrepreneurship, published by the Multidisciplinary Digital Publishing Institute (MDPI), ranks first with a total of 106 publications. It has also recorded 1,768 total citations, yielding an average of 16.68 citations per publication (C/P) and an h-index of 20. Although the C/P figure is moderate compared to other journals, the high volume of publications underscores the journal's role as a primary outlet for research focused on gender and entrepreneurship. This indicates its central function in providing an academic platform for discussions on women's empowerment in the business sector.

In second place, the International Journal of Entrepreneurship and Small Business, published by Inderscience Enterprises, demonstrates outstanding performance. Despite publishing only 49 articles, the journal has amassed 2,927 total citations, achieving an exceptionally high average citations per publication (C/P) of 59.73, along with an h-index of 34—the highest among all journals listed. These achievements reflect the substantial impact of the articles published in this journal, establishing it as a key reference in entrepreneurship research, including studies specifically on women's entrepreneurship.

The International Journal of Entrepreneurial Behaviour and Research, published by Emerald Group Publishing, also plays a prominent role with 45 publications and 1,207 total citations. The journal's average citations per publication (C/P) of 26.82 and an h-index of 20 highlight its ability to maintain a balance between research productivity and quality. Its thematic focus on entrepreneurial behavior significantly contributes to a deeper understanding of the psychological, social, and cultural factors influencing women's engagement in entrepreneurship.

These three journals have made substantial contributions to the development of the women's entrepreneurship literature in terms of both quantity and quality. The International Journal of Gender and Entrepreneurship leads in publication volume, the International Journal of Entrepreneurship and Small Business excels in citation impact,

and the International Journal of Entrepreneurial Behaviour and Research offers a balanced contribution across both dimensions. These findings provide valuable guidance for researchers seeking reputable outlets for publishing studies related to women's entrepreneurship.

Most Active Institutions Contributing to Publications on Women's Entrepreneurship

Table 4 presents the academic institutions that are the most active and influential in publishing research related to women's entrepreneurship. Based on key indicators such as total publications (TP), total citations (TC), and other impact measures (C/P, h-index), the top three institutions making significant contributions are Brock University (Canada), Goodman School of Business (Canada), and Kozminski University (Poland).

Brock University, located in Canada, emerges as the institution with the highest number of publications, totaling 22, all of which have been cited (NCP = 22). The institution has accumulated 672 total citations, with an average of 30.55 citations per publication. An h-index of 15 and a g-index of 22 reflect the consistent quality of its scholarly output. Brock University's contribution underscores a strong commitment to advancing research on women's entrepreneurship, both in terms of publication volume and academic impact.

The Goodman School of Business, also based in Canada, ranks second with 20 publications and a total of 624 citations. With an average citations per publication (C/P) of 31.20 and an h-index of 13, the Goodman School exhibits performance comparable to Brock University, albeit with a slightly smaller output. The relatively high citation ratio per article indicates that the institution's works are well-received within the global academic community studying women's entrepreneurship.

Table 4. Top Contributing Institutions to Women's Entrepreneurship Studies

Institution, Country	TP	NCP	TC	C/P	C/CP	h	g
Brock University, Canada	22	22	672	30,55	30,55	15	22
Goodman School of Business, Canada	20	20	624	31,20	31,20	13	20
Kozminski University, Poland	19	19	573	30,16	30,16	13	19
Jönköping University, Sweden	18	18	862	47,89	47,89	11	18
The University of North Carolina at Greensboro, United states of america	17	17	576	33,88	33,88	14	17
Babson College, United states of america	17	17	1376	80,94	80,94	13	17
South East European University, Macedonia	15	13	535	35,67	41,15	9	15
Bryan School of Business and Economics, United states of america	15	15	541	36,07	36,07	13	15
University of Tehran, Iran	14	12	224	16,00	18,67	7	14
Universiti Teknologi MARA, Malaysia	13	8	49	3,77	6,13	5	6

Note. TP = total publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; h = h-index.

Kozminski University in Poland holds the third position, contributing 19 publications and garnering 573 citations. An average of 30.16 citations per publication highlights the institution's strong competitiveness relative to other institutions. With an h-index of 13 and a g-index of 19, Kozminski University demonstrates that, despite being based in Central Europe, it plays a significant role internationally in the field of women's entrepreneurship research.

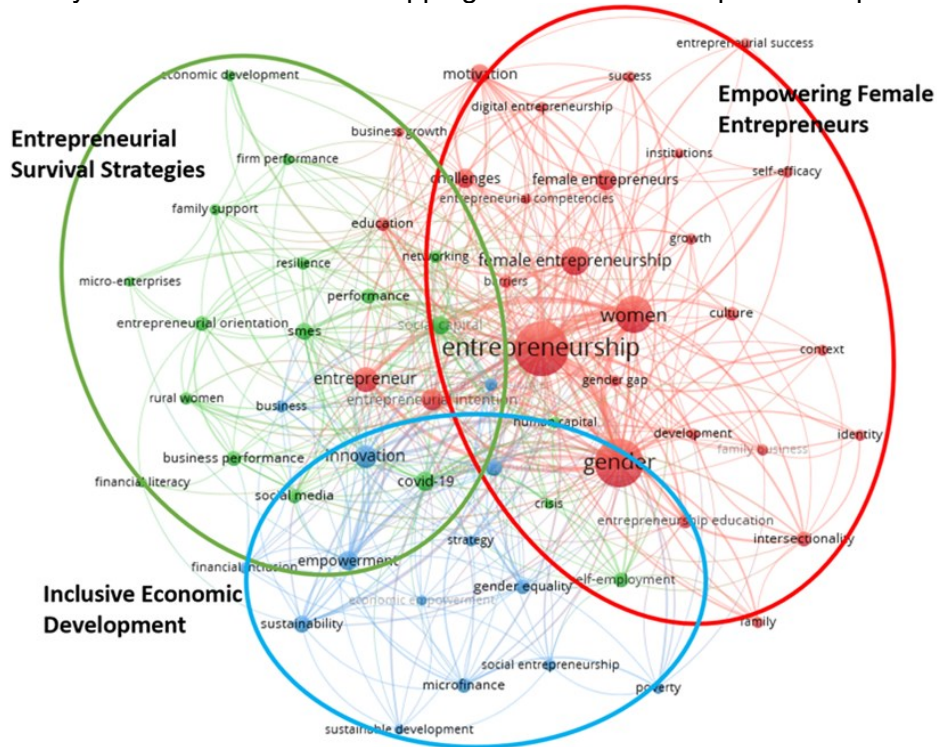
These three institutions exhibit leadership in women's entrepreneurship research by combining both the quantity and quality of publications. They serve as key players in shaping the academic discourse in this area and represent primary reference points for

scholars seeking to deepen their exploration of women's roles in the entrepreneurial domain.

Visualization Map

Bibliometric mapping on the "Women Entrepreneur" topic identifies three major clusters: Empowering Female Entrepreneurs, Entrepreneurial Survival Strategies, and Inclusive Economic Development.

Figure 2. Keyword Co-Occurrence Mapping in Women's Entrepreneurship Research



The Empowering Female Entrepreneurs cluster centers on keywords such as gender, female entrepreneurship, self-efficacy, motivation, and gender gap, emphasizing the need to strengthen entrepreneurial competence, motivation, and overcome social, cultural, and structural barriers that hinder women's business success.

The Entrepreneurial Survival Strategies cluster highlights resilience, entrepreneurial orientation, family support, micro-enterprises, and financial literacy. Research in this cluster focuses on how women entrepreneurs sustain and grow businesses in competitive environments by leveraging strategic orientation, psychological resilience, and financial skills.

The Inclusive Economic Development cluster addresses women's entrepreneurship contributions to poverty alleviation, gender equality, social innovation, and sustainability. Topics like empowerment, innovation, microfinance, and social entrepreneurship illustrate the integration of women's entrepreneurial activities into inclusive and sustainable development frameworks.

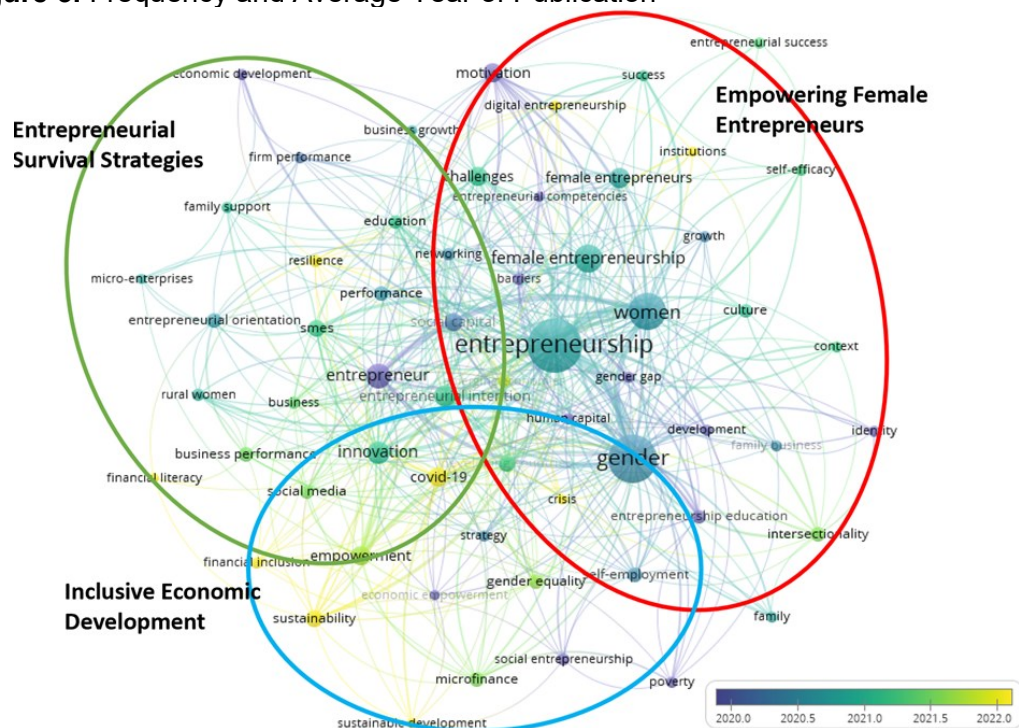
These clusters depict women's entrepreneurship as a multidimensional field that demands diverse research approaches spanning empowerment, survival strategies, and contributions to broader economic development.

The bibliometric mapping of digital entrepreneurship research identifies key thematic clusters based on keyword frequency, providing insights into research trends and the evolving dynamics of the field. These clusters highlight emerging topics and guide future research directions in global digital entrepreneurship.

The blue cluster emphasizes inclusive economic development, showcasing how digital entrepreneurship fosters financial inclusion, microfinance access, and poverty alleviation for marginalized communities. Technology adoption not only drives innovation but also strengthens economic empowerment across diverse groups.

The red cluster addresses women's empowerment in digital entrepreneurship, with a focus on gender equality, the gender gap, self-efficacy, and entrepreneurial success. Equipping women with digital capabilities fosters broader inclusion and business sustainability.

Figure 3. Frequency and Average Year of Publication

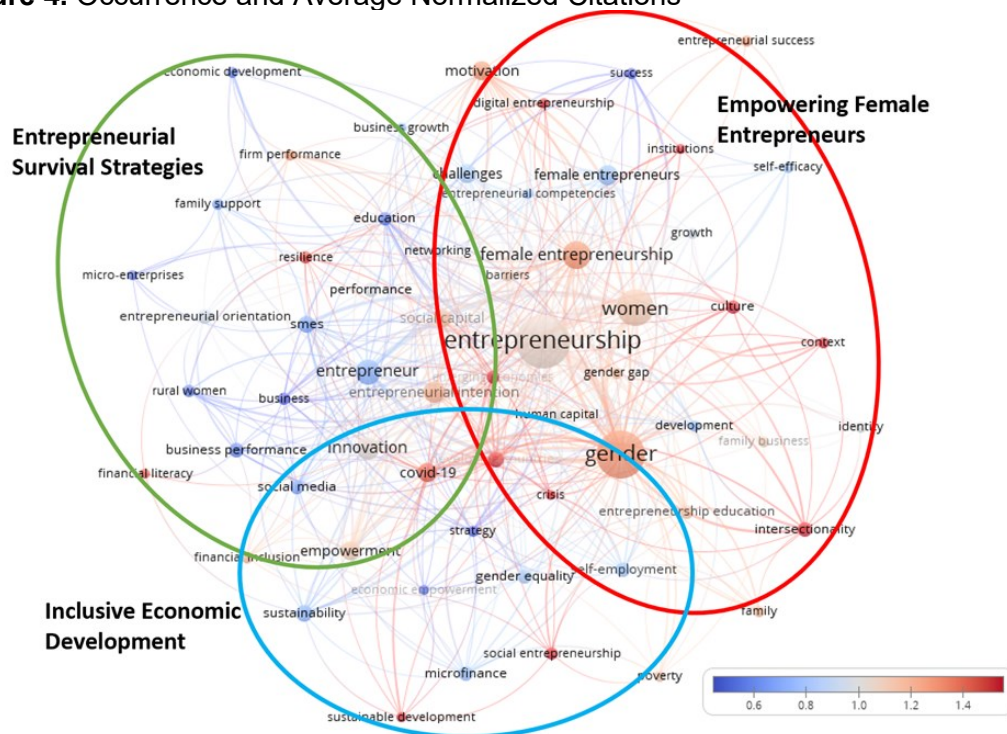


The yellow cluster highlights innovation and digital transformation, where technology and social media reshape business models, driving rapid adaptation to market demands and fueling business growth.

The mapping illustrates that digital entrepreneurship is shaped not only by technological advances but also by social and economic factors. Empowerment, inclusivity, resilience, and innovation emerge as crucial pillars for fostering sustainable and equitable digital economies.

Before delving deeper, a bibliometric mapping of digital entrepreneurship metadata illustrates the relationships between key themes and research trends. Based on normalized citation data, the figure identifies thematic clusters that reflect the evolution of research and highlight major emerging topics within the field.

Figure 4. Occurrence and Average Normalized Citations



The red cluster highlights women's empowerment, centering on gender gap issues, self-efficacy, and entrepreneurial competence. Motivation, confidence, and supportive social networks emerge as key drivers of women's success in digital ventures.

The blue cluster addresses inclusive economic development, showcasing how digital entrepreneurship fosters financial inclusion, poverty reduction, and access to sustainable economic opportunities, especially for marginalized groups.

The yellow cluster emphasizes technological innovation, where keywords like innovation, disruption, and business models illustrate the transformative impact of technology and social media on entrepreneurship. COVID-19 further accelerated digital transformation, reshaping business landscapes.

The mapping demonstrates that digital entrepreneurship extends beyond technology, serving as a platform for social empowerment, gender equality, financial inclusion, and sustainable economic growth. Current research increasingly integrates social dimensions alongside technological advancements.

DISCUSSION

Women's digital entrepreneurship encompasses key themes of empowerment, survival strategies, and inclusive economic development (Kamberidou, 2020). Despite notable progress, gender stereotypes and limited access to capital remain major obstacles, highlighting the urgency for policies that build self-efficacy, entrepreneurial competence, and confidence. Sustainability of women-led micro-enterprises depends heavily on family support, financial literacy, and entrepreneurial orientation, emphasizing the need for robust financial and social support structures in competitive markets (Woldesenbet Beta et al., 2024)

Digital entrepreneurship fosters financial inclusion by creating global opportunities for marginalized women, advancing gender equality and economic empowerment. Rapid digital innovation, particularly during COVID-19, presents new growth avenues but requires continuous adaptation. Future research should prioritize women's entrepreneurial experiences, intersectionality, and strategic use of digital technologies to drive success while guiding the development of more inclusive and supportive entrepreneurial ecosystems.

CONCLUSION

This study explores the key themes of empowerment, survival strategies, and inclusive economic development within women's digital entrepreneurship. While progress has been made, challenges such as gender stereotypes, limited access to capital, and exclusion from networks continue to hinder women's success. Targeted policies are needed to enhance self-efficacy, entrepreneurial competence, and confidence to close the gender gap and create an inclusive ecosystem.

The study highlights the importance of resilience and support networks in ensuring the sustainability of women-led businesses, especially in micro-enterprises. Providing financial literacy and family support is crucial to overcoming barriers. Furthermore, digital entrepreneurship plays a vital role in financial inclusion and economic empowerment, offering marginalized groups, particularly women, opportunities to engage in the global economy.

Innovation and digital transformation are central to reshaping business models, and the rapid adoption of digital tools requires continuous adaptation. Future research should focus on the impact of digitalization, intersectionality, and how women can leverage these technologies for business success.

In conclusion, while women's digital entrepreneurship is progressing, more needs to be done to overcome structural inequalities. Research should continue to explore women's subjective experiences and inform policy to support a more inclusive and equitable digital entrepreneurship ecosystem.

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DECLARATION OF CONFLICTING INTERESTS

The author(s) declare(s) that there are no conflicts of interest regarding the publication of this article. The research was conducted with full adherence to ethical standards, and no financial or personal relationships influenced the study's outcomes.

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