

WOMEN ENTREPRENEURSHIP: A SYSTEMATIC REVIEW ANALYSIS

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Abstract

Women entrepreneurship has a great importance in the current business world as it upholds the thinking and strategies initiated by women. The present paper intends to gather knowledge on women entrepreneurship research. The study made use of bibliographic data to cover the objective. Bibliometric analysis is performed to ascertain the study objective that is to present the major works, contributors in the field of women entrepreneurship.

Keywords: Women entrepreneurship, fundamentals, Bibliometric analysis, Bibliographic data

Introduction

Entrepreneurial activities undertaken by women are generally termed as women entrepreneurship. A women entrepreneur takes up the entrepreneurial initiative, organizes the required things, and establishes an entrepreneurial venture. Women entrepreneurship has its framework with a separate set of motivating factors, challenges, and environment. Though there are various programs aimed to promote entrepreneurial initiative among women exists in our country, statistics show that they are not up to the mark to produce women entrepreneurs (Agarwal and Lenka, 2018).

Women entrepreneurship has become a burning topic as they contribute a lot to the growth of the developing economies (Martins Ogundana et al., 2021). Besides in India women constitutes approximately half of the total population.

Review of Literature

Women's participation in entrepreneurship shows an increasing trend in India and women enter into entrepreneurship mainly with the need for additional income, family occupation, etc., (Sasi, Goyal, and Prakash, 2011). According to Okafor and Amalu (2010) the factors that motivate women towards business gives a clue of the type of challenges faced by them and this indicates a strong relationship between the factors inducing people to entrepreneurship and challenges faced by them. Further, it is identified family influence, psychological, finance, and environmental factors are the motivating factors. The factors which are internal to a person and external to him have a bearing on the motivation of women entrepreneurs (Akehurst, Simarro, and Mas-Tur, 2012). Money, market, and management are the crucial elements for the development of women enterprises (Martins Ogundana et al., 2021). However, absence of proper goals in life, lack of balance between personal and career duties, etc. are the major issues of women entrepreneurship in India (Kumbhar, 2013).

Hence, a gap was found in the women entrepreneurship research in terms of ascertaining the intellectual knowledge base of the same.

Research Methodology

Bibliographic data is utilized for presenting intellectual knowledge base of women entrepreneurship. The bibliographic data is extracted from Dimensions database by applying the keyword “**Women Entrepreneurship**”. The data was limited to 5 years from “2015 to 2019” and only articles are searched for, it resulted in 2405 articles. Bibliometric analysis is performed using VosViewer software and the same generated

citation analysis, co-citation analysis, and term co-occurrence analysis indicating the fundamentals of women entrepreneurship research.

Analysis and Discussions

1. Citation Analysis

Citation analysis ascertains the relevance of publications, authors, and organizations on the basis of the number of citations received by them.

1.1 Document Citation Analysis

It takes document as source of unit for citation analysis. The minimum requirement of citations for the document is fixed as 15. Out of the 2405 documents, 662 meet the conditions. On account of data cleaning 3 items were deleted and ultimately 444 documents became the part of analysis.

Figure 1
Graphical View of Document Citation Analysis

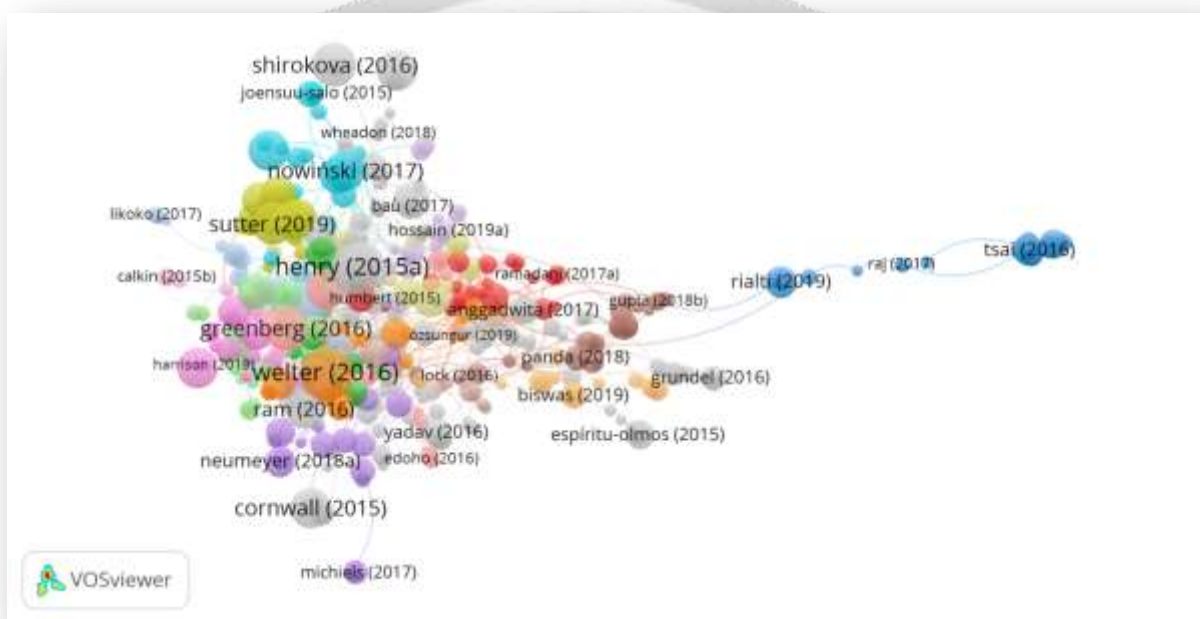


Table 1
Document Citation Analysis

Author	Title	Citations
Welter et al., (2016)	“Everyday entrepreneurship- a call for entrepreneurship research to embrace entrepreneurial diversity”	300
Henry et al., (2015)	“Gender and entrepreneurship research: a review of methodological approaches”	269
Greenberg et al., (2016)	“Activist choice homophily and the crowdfunding of female founders”	207
Shirokova et al., (2016)	“Exploring the intention- behavior link in student entrepreneurship: moderating effects of individual and environmental characteristics”	211
Sutter et al., (2019)	“Entrepreneurship as a solution to extreme poverty; a review and future research directions”	180

Source: Extracted from VosViewer

The publication of Welter et al., (2016) titled “Everyday entrepreneurship- a call for entrepreneurship research to embrace entrepreneurial diversity” is the most influential publication in the women entrepreneurship domain with 300 citations.

2. Co-citation Analysis

This kind of analysis attempts to establish the connection between the publications or journals on account of the publications or the journals cited by other pairs of the publications and sources.

2.1 Co-citation Analysis of Cited Sources

Cited sources are considered as basis for this analysis. The minimum requirement of the citations of a source is fixed 20. Among the 6380 sources 541 found satisfying the threshold.

Figure 2
Graphical View of Co-citation Analysis of Cited Sources

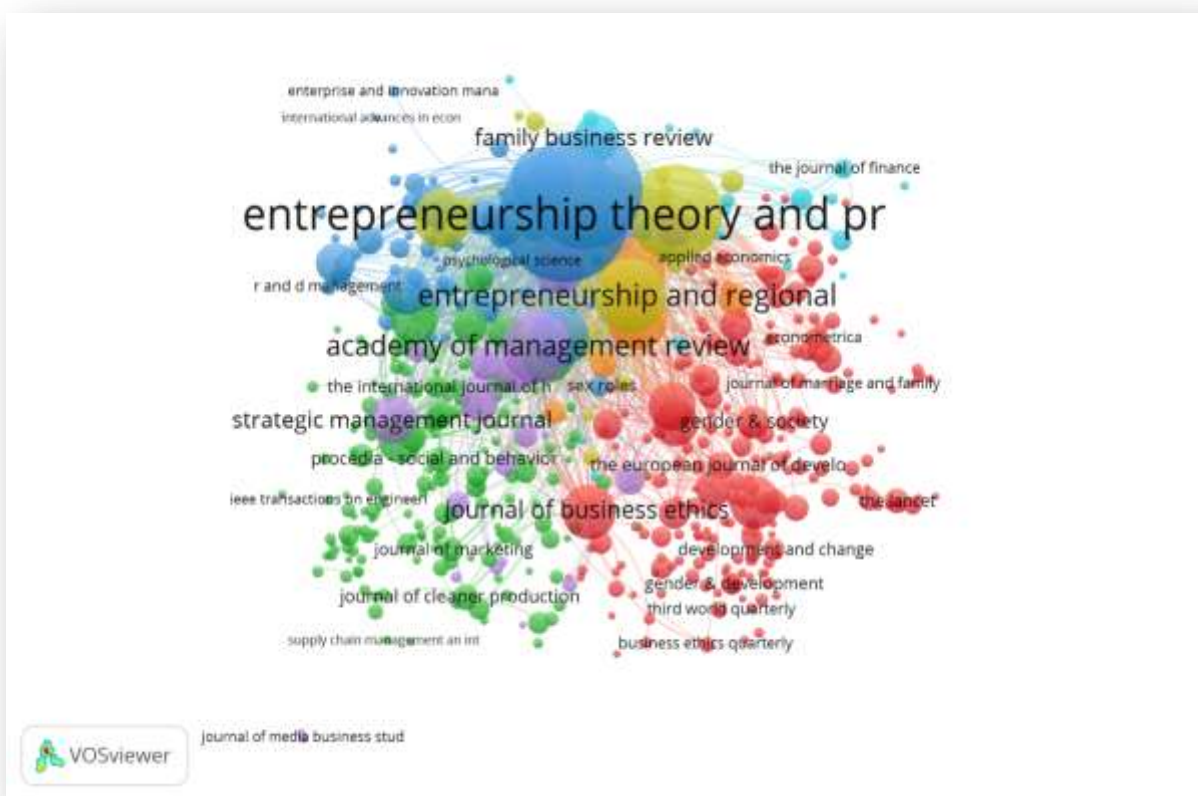


Table 2
Journal Matrix

Journal	Publisher	TP	TC	Cite Score	SNIP	SJR
1. Journal of Business Venturing	Elsevier	217	3167	14.6	4.534	5.829
2. Entrepreneurship Theory and Practice	Wiley-Blackwell	163	2235	13.7	3.353	3.353
3. Academy of Management Review	Academy of Management	184	2466	13.4	4.411	7.618
4. Small Business Economics	Springer Nature	497	5330	10.7	3.101	2.63
5. Entrepreneurship and Regional Development	Taylor and Francis	171	1360	8.0	2.279	1.767

TP= Total Publications TC= Total Citations SNIP= Source Normalised Impact per Paper SJR= SCImago Journal Rank

Source: Authors' Construct

Even though the journal “Entrepreneurship Theory and Practice” comes first based on co-citation analysis, it is in second position as per the cite score. “Journal of Business Venturing” tops the table based on the cite score.

3. Term Co-occurrence Analysis

It is employed to understand the most commonly used terms in women entrepreneurship domain. The terms from title and abstract field are retrieved for the analysis. The minimum occurrences of a term fixed 20 and 542 met the criteria. However, certain items were eliminated on account of data cleaning and finally 213 terms were used for the analysis.

Figure 3
Graphical View of Term Co-occurrence Analysis

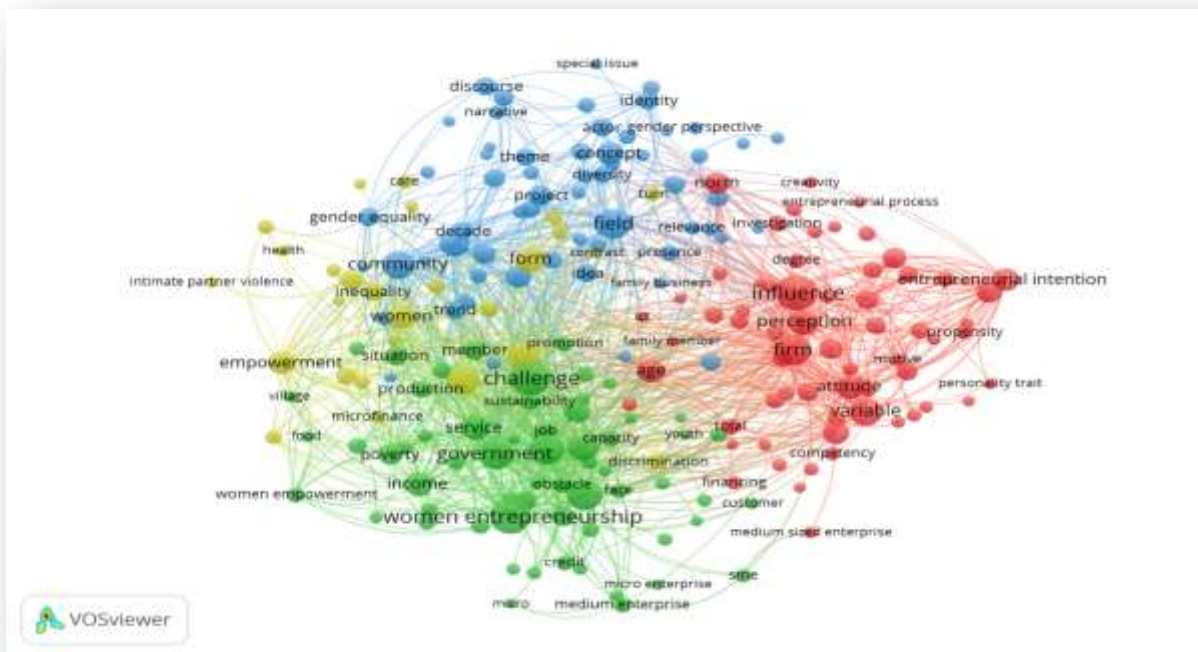


Table 3
Term Co-occurrence Analysis

Terms	Occurrences
Women Entrepreneurship	245
Influence	241
Challenge	237
Firm	187
Field	183

Source: Extracted from VosViewer

“Women Entrepreneurship” is the most occurred term in women entrepreneurship literature.

Conclusions

The study exhibits fundamentals of women entrepreneurship research based on bibliometric analysis. “Everyday entrepreneurship-a call for entrepreneurship research to embrace entrepreneurial diversity” is the most influential publication; “Entrepreneurship Theory and Practice” is the most impactful journal; and women entrepreneurship is the most occurred term in women entrepreneurship research.

Policy Implications

The study fills the literature gap on women entrepreneurship research based on bibliometric analysis. This study will be an aid to the upcoming researchers in the field of women entrepreneurship and will be an aid in formulating policies related to women entrepreneurship based on the research undertaken.

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