



## The Factor of Women's Entrepreneurship in Competitiveness: Bibliometric Analysis

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### ABSTRACT

This study aims to determine the factor of women entrepreneurship and analyze publication trends by knowing the number of articles, citations, most authors, and network clusters. This research is the first step to looking at existing research and finding research themes related to women's entrepreneurship. The method used is bibliometric analysis. Data was obtained through a database search, google scholar, by using the software Harzing's Publish or Perish. Initial results obtained as many as 509 articles were then extracted by only taking articles from reputable international publishers, so 72 articles were used. The study results show that the most frequently cited authors are Fauzi et al. (2020). Words often appear: women, entrepreneurship, women entrepreneur, women entrepreneurship, and studies. Bibliometric mapping supports the scientific explanation between probability theory and proof. Women's research Entrepreneurship can be developed more broadly on themes that appear few and have yet to be widely included in research in the last five years. Therefore, this research is expected to be a reference for further research on problems, training, challenges, cases, and rural women.

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## 1. INTRODUCTION

Entrepreneurship or entrepreneurship is an activity that involves the process of creating, developing and managing a business to achieve profits. Women Entrepreneurship or women's entrepreneurship refers to entrepreneurial activities carried out by women. Women's Entrepreneurship is important in the global economy (Amrita et al., 2018; Aisyah et al., 2023). Women have the potential to become successful entrepreneurs and contribute to economic growth, create jobs and generate profits (Elliott et al., 2020). However, the challenges faced by

women in starting and managing businesses are often greater than those faced by men (Setini et al., 2020).

One of the important things in starting and running a business is the ability to compete in the market. Women Entrepreneurship can have a competitive advantage if it has certain abilities. Some abilities like creativity and innovation, managerial ability, market and customer understanding, networking, financial management (Agarwal et al., 2020; Zhu et al., 2018). With these abilities, women in Entrepreneurship can become more competitive in the market and drive economic growth. However, the challenges faced by women in starting and managing businesses still require support from various parties, such as the government, financial institutions and the community, to help increase the capabilities and opportunities for women's entrepreneurship (Setini et al., 2020).

Research on women's entrepreneurship has developed significantly in the last few decades (Torrijo & Giner, 2022). The women's entrepreneurship literature studies different factors to identify what is related to women's entrepreneurship (Galloway et al., 2015). This study aims to understand the basic foundation and structural factors of women's entrepreneurship and their tendencies. To understand the current trending publications, we will apply a bibliometric method related to the productivity and impact of women's entrepreneurship. The bibliometric methodology is a useful method for investigating the most influential works. Besides that, the bibliometric method can also discover the conceptual framework of women's entrepreneurship and explain the research path. We used bibliometric analysis on 72 studies to visualize a comprehensive conceptual model and intellectual structure.

The intellectual structure of this article is as follows: First, applying the bibliometric method, then conducting a database search based on that methodology. Second, it presents the results: a survey of publications, authors, research opportunities, frequently appearing words in the research area, keywords, and a detailed graphical analysis of the bibliographic data network using the VOSviewer software. The last is the conclusion of the research and its limitations, as well as identifying the possibility of future research.

## 2. METHOD

This study uses Google Scholar data with the Harzing search process Publish or Perish. Extract documents related to women entrepreneurship using the keywords: “women”, or “entrepreneurship”, or “entrepreneur”, or “female”, or “women entrepreneurship”, or “SMEs”. From these keywords, data were obtained for 508 articles. Data was taken from 2018 to 2022 and accessed on March 2, 2023.

Bibliometric analysis with VOSviewer Software (version 1.6.19) is used to create and visualize results by topic. VOSviewer is free software that enables information to be represented and analyzed graphically, such as analysis of citations, journal co-citation, the merging of bibliographies by author and country, and author keyword co-occurrence (Merigo et al., 2018; Zupic & Cater, 2015; Boyack & Klavans, 2010). In order to visualize the relationship between these variables (Merigo et al., 2016). When coupled with network analysis, these techniques allow for an intellectual structure and a bibliometric structure of the research field (Donthu et al., 2021).

## 3. RESULTS AND DISCUSSION

The results of the bibliometric analysis of production and graphical maps related to women's research entrepreneurship are presented in table 1. From the Harzing search process, publish or perish obtained 508 articles, after being extracted from internationally reputable publishers (Emerald, Elsevier, Springer, Taylor & France, Wiley online library, scholar, social science,

world scientific), then obtained 101 articles. They then extracted again from articles with relevant topics in women's entrepreneurship into 72 articles.

### 3.1 Results

Several publications per year on women's topics entrepreneurship have developed in the last five years of study. Publications increased and became more sustainable over 2018-2022, with an average of 15 articles per year from internationally reputable publishers. Understanding the factors of leadership in women entrepreneurs has begun to develop with the indices listed in table 1.

**Table 1.** The Most Cited Documents

Ranking	Cites	Author	Title	Year
1	249	Fauzi et al.	Women entrepreneurship in the developing country: The effects of financial and digital literacy on SMEs' growth	2020
2	126	Bastian et al.	Women entrepreneurship in the Middle East and North Africa: A review of knowledge areas and research gaps	2018
3	104	Setini et al.	The passway of women entrepreneurship: Starting from social capital with open innovation, through to knowledge sharing and innovative performance	2020
4	84	Agarwal et al.	A qualitative approach towards crucial factors for sustainable development of women social entrepreneurship	2020
5	82	Elliott et al.	An entrepreneurship education and peer mentoring program for women in STEM: mentors' experiences and perceptions of entrepreneurial self-efficacy and intent	2020
6	78	Zhu et al.	A comparative study of women entrepreneurship in transitional economies: The case of China and Vietnam	2018
7	71	Amrita et al.	Modelling the critical success factors of women entrepreneurship using fuzzy AHP framework	2018
8	70	Agarwal & Lenka	Why research is needed in women entrepreneurship in India: a viewpoint	2018
9	67	Poggesi et al.	Women entrepreneurship in STEM fields: literature review and future research avenues	2020
10	56	Wolf & Frese	Why husbands matter: Review of spousal influence on women entrepreneurship in sub-Saharan Africa	2018
11	51	Basaffar et a.	Saudi Arabian women in entrepreneurship: Challenges, opportunities and potential	2018
12	50	Tripathi & Singh	Analysis of barriers to women entrepreneurship through ISM and MICMAC	2018
13	50	Wang	Gender, race/ethnicity, and entrepreneurship: women entrepreneurs in a US south city	2019
14	48	Nair	The link between women entrepreneurship, innovation and stakeholder engagement: A review	2020
15	46	Goel & Madan	Benchmarking financial inclusion for women entrepreneurship—a study of Uttarakhand state of India	2019

Ranking	Cites	Author	Title	Year
16	42	Drori et al.	Language and market inclusivity for women entrepreneurship: The case of microfinance	2018
17	40	Ogundana et al.	Women entrepreneurship in developing economies: A gender-based growth model	2021
18	39	Adom & Anambane	Understanding the role of culture and gender stereotypes in women entrepreneurship through the lens of the stereotype threat theory	2020
19	38	Ferdousi & Mahmud	Role of social business in women entrepreneurship development in Bangladesh: perspectives from Nobin Udyokta projects of Grameen Telecom Trust	2019
20	38	Zgheib	Multi-level framework of push-pull entrepreneurship: comparing American and Lebanese women	2018
21	36	Cochran	What's gender got to do with it? The experiences of US women entrepreneurship students	2019
22	31	Gbadamosi	Women-entrepreneurship, religiosity, and value-co-creation with ethnic consumers: revisiting the paradox	2019
23	31	Rudhumbu et al.	Challenges and opportunities for women entrepreneurs in Botswana: revisiting the role of entrepreneurship education	2020

Source: Data Processed by researchers, 2023

**Table 2.** Details citation

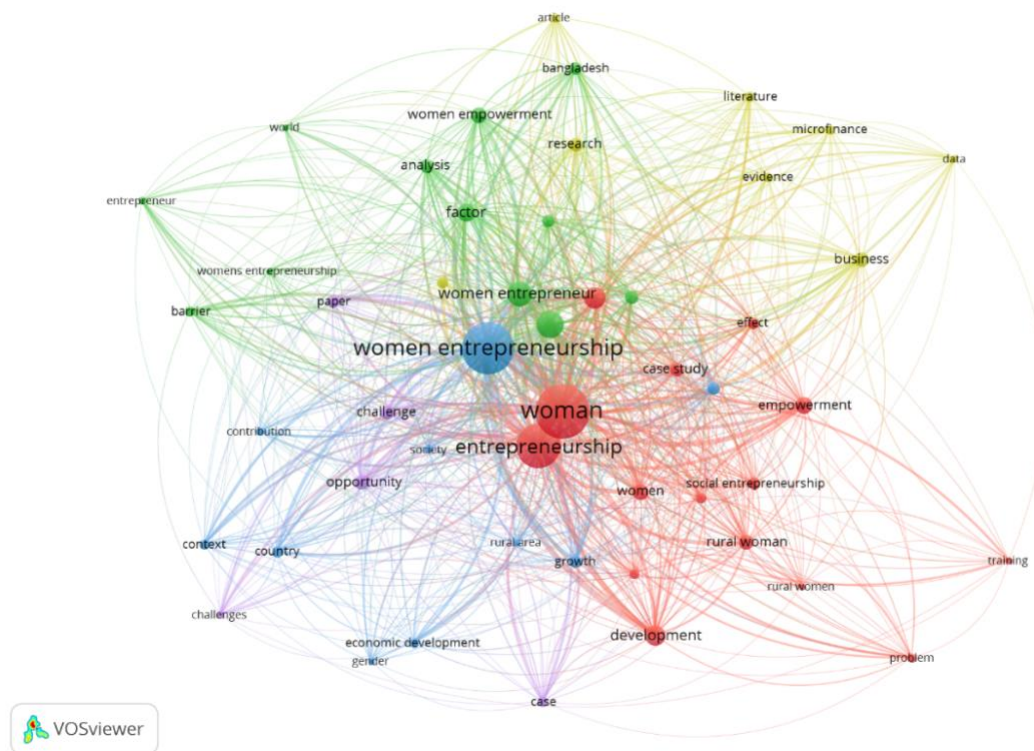
Description	Cites	%
More than 200 citations	1	1.39
Citation between 100-200	2	2.78
Citation between 50-99	10	13.89
Citation between 20-49	22	30,56
Citation between 1-19	30	41.67
Not yet sited	7	9,72
Total Papers	72	100

Source: Data processed by researchers, 2023

Table 2 shows that of the 72 articles cited, 249 were 1 article belonging to Fauzi et al. (2020) with research related to studies in MSMEs, financial and digital literacy in women entrepreneurship in developing countries. Article with over 100 citations courtesy of Bastian et al. (2018) with research related to knowledge review studies and research gaps in Women entrepreneurship. The next article, by Setini et al. (2020), researches innovative performance and knowledge sharing in women entrepreneurship. The number of citations is 84, which belongs to Agarwal et al. (2020), with research related to the views of researchers on the importance of women's entrepreneurship. The most influential and widely cited article (more than 30 citations) in research on entrepreneurial women is in 2020 rudhumbu's research on opportunities and challenges in entrepreneurship. More details are presented in Table 1.

### **Conceptual Structure**

Network visualization will be carried out using predefined keywords to further investigate the conceptual structure of women entrepreneurship. Figure 1 illustrates four large circles, meaning there are 4 clusters in this study.



**Figure 1.** Mapping Analysis

*Source: Output Vosviewer, 2023*

Cluster 1 explains gender, growth, contribution, and community. Research by Fauzi et al. (2020) states that the contribution of women in understanding digital literacy is very important and needs to be increased because it impacts business growth. In addition, Wang (2019) contributes women to entrepreneurship with multiple roles to be independent and achieve their business goals. Cohran (2019) explains that women's contributions can increase growth and lead to future entrepreneurial programs. Research that supports women entrepreneurs can increase economic growth with business incubators, namely Gabarret & Andriana (2021). Meanwhile, Treanor (2022) understands that the understanding of theories related to gender in women entrepreneurs still needs to be further developed.

Cluster 2 explains social entrepreneurship, empowerment, rural women, development, training, and problems. Research conducted by Setini et al. (2020) states that obtaining business information can be done with social capital from the concept of religion, thus creating innovations according to market needs. The importance of social capital in doing business is to add social networks that will benefit the development of women entrepreneurs (Ferdousi & Mahmud, 2019). In addition, Ogundana et al. (2021) stated that women entrepreneurs need to develop their businesses with important components in doing business. Namely, access to finance, utilization, customer intelligence, and management skills. Participating in non-formal education, training, and experience. Banihani (2020) found that the challenges faced by women entrepreneurs are related to mobility, social networks, and family responsibilities. These challenges can be overcome by technological assistance. The findings of Suseno & Abbott (2021) state that women entrepreneurs can develop social innovation with the help of technology. Kapinga et al. (2019) combine codesign and cocreation to achieve a virtual platform, expand business networks, and access market information. Besides that, it can interact directly with consumers as a target.

Insufficient facilities and disorganized programs from supporting institutions create financial, technical and promotional complications for Rural Women Entrepreneurs in the handicraft sector (Oridi et al., 2022). Quagraine et al. (2020) revealed that women entrepreneurs have a significant relationship with cultural factors, namely income generation and economic resources. The government's role in encouraging entrepreneurship is hoped to impact information technology for women entrepreneurs in rural areas (Aggarwal & Johal, 2021). Likewise, Sefer's research (2020) shows the need for a holistic and integrated understanding of rural women's entrepreneurship and the reformulation of policies at the state level.

Cluster 3 explains challenges, opportunities, cases, and papers. Bassafar et al. (2018) research reveals opportunities for women entrepreneurs in Saudi Arabia with a supportive strategic and government policy approach. They can operate a business within cultural norms and rules. Rundhumbu et al. (2020) explained that women entrepreneurs need help with challenges such as knowledge about finance (sources of funds and financial records) and training, so they need to be proficient in technical or managerial skills. Akinbami et al. (2019) showed no clear differences in women's attitudes towards innovation and entrepreneurship between vegetation zones and relatively high expectations of government support.

Ranabahu & Tanima (2021) state that one way to do economic empowerment is by providing microfinance services to support the women entrepreneur program. Fieve & Chrysostome (2022) found that by providing training and capacity-building opportunities to their members to increase their skills for sustainable business and their income to repay their loans, credit cooperative lending groups contribute significantly to women's entrepreneurship. Rahman et al. (2022) also show that rural women entrepreneurs face social, cultural, financial, and skill challenges. They face other challenges to survive despite their family entrepreneurship. Societal attitudes and perceptions of women and their roles are at the root of social and cultural barriers. The researchers also found that financial challenges greatly impacted rural women and other problems. Research updates can be taken from the most remote and small networks. Figure 1 shows the opportunity for researchers to study women entrepreneurs with topics regarding training, challenges, barriers, and problems because it is still rare for researchers to take the topic for study or research.

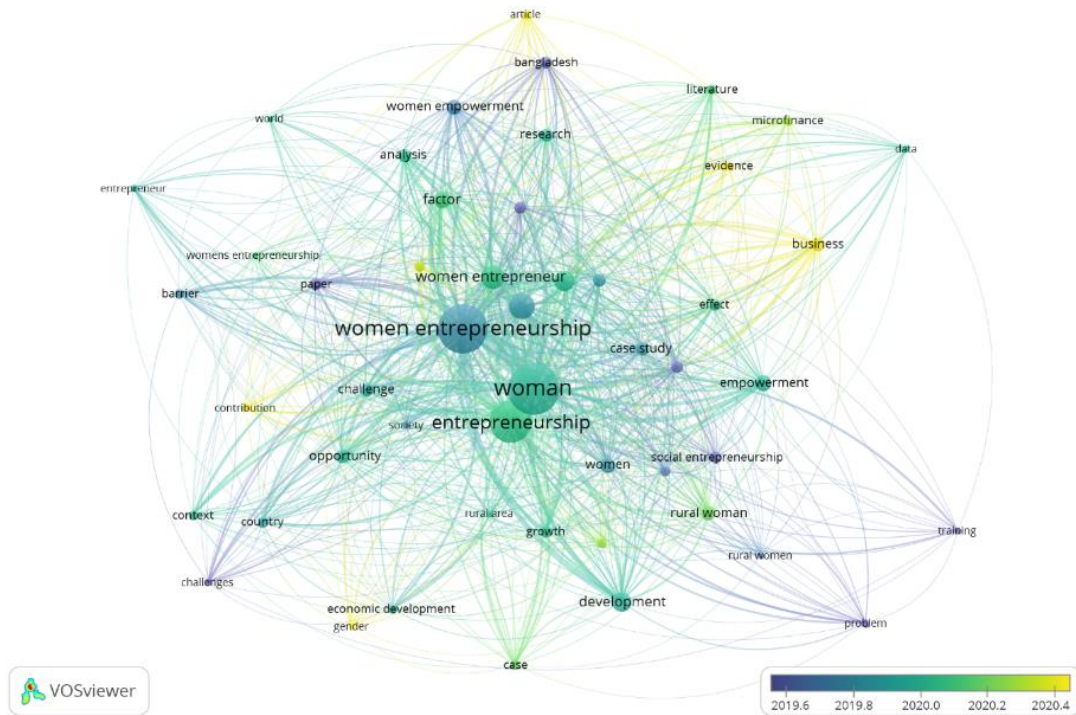
The cluster of 4 case studies in China, Vietnam, Mena, Canada, and India. Zhu et al. (2018) found that Vietnamese businesswomen value intrinsic rewards such as obtaining satisfaction and personal freedom. They also take up business ownership as a way to reduce work-family conflict. Demonstrating ability and gaining public recognition play a more important role when Chinese women entrepreneurs decide to set up their businesses. Chinese and Vietnamese women agree that good management skills are essential to achieving their goals. Women entrepreneurs in both countries share challenges, such as an inability to recruit and retain employees, intense competition, a weak economy, and limited access to financial capital. Agarwal & Lenka (2018) revealed that there are still many gaps in achieving goals due to various factors. All the more significant as the female entrepreneurship rate in India is very low compared to other economies and also between male and female entrepreneurs in the country. Based on existing literature and expert opinion, Tripathi & Singh (2018) identify ten barriers for women to become entrepreneurs. Drori et al. (2018) confirm that women's involvement in the market depends on organizational and institutional factors, and gender markings in grammar influence these relationships. Cukier & Chavoushi (2020) show how creating an inclusive innovation ecosystem that links micro and macro factors can advance women's entrepreneurship. Khan (2019) proves that government and entrepreneurship training can encourage women to become entrepreneurs. Age and work experience are unimportant dynamics that motivate women to become entrepreneurs. Mahajan & Bandyopadhyay (2021)

analyze real-life case studies of accomplished women entrepreneurs to measure their motivation and mindset, identify processes of pain points, identify differentiating and innovative features, or study their impact on society, the economy and the environment. This paper finally creates a schematic framework. Agarwal et al. (2021) "Pahal Initiative" – is a social entrepreneurship intervention that helps women in the household to start a food delivery business with support from social entrepreneurs. As a result, women gain self-confidence and self-esteem—the attitude of men in the household changes when the women generate additional income. An impact on their position and status leads to increased participation in household decision-making and economic independence. Women become more interactive and expressive in patriarchal-dominated households.

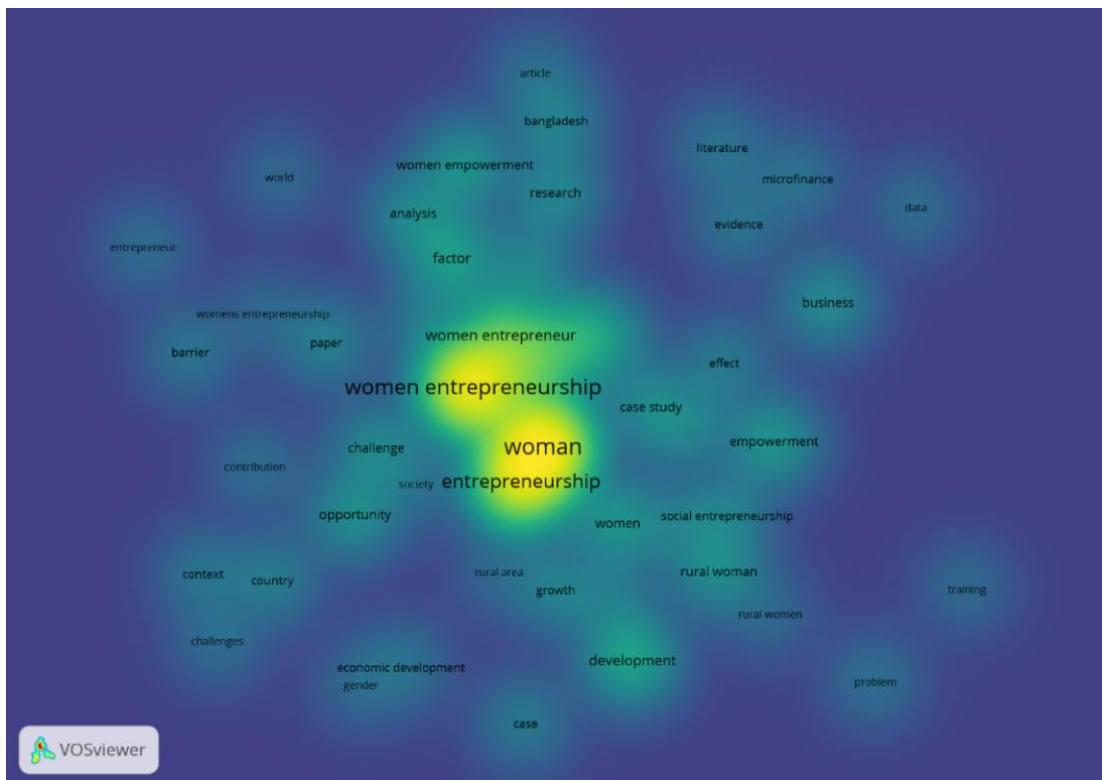
Cluster 5 Literature Reviews. Bastian et al. (2018) An important gap in the field is the lack of theoretical basis; overemphasis on macro-level indicators, such as culture and religion and underemphasis on organizational-level variables; the lack of studies analyzing women's entrepreneurship within ethnic groups or studies recognizing the complex social, cultural and religious diversity of the region; and a lack of attention to specific regional experiences (e.g. the refugee crisis) and emerging trends. Poggesi et al. (2020) explore published management research on women entrepreneurs in Science, Technology, Engineering and Mathematics (STEM) to offer these studies' first and most comprehensive. In doing so, a systematic literature review (SLR) of 32 papers was conducted. These SLR results indicate that the literature on this topic still needs to be expanded and more cohesive.

Wolf & Frese (2018) Based on a systematic literature review that identified six types of supportive and limiting spousal influence, we explore the implications for women's entrepreneurship in sub-Saharan Africa. We argue that sub-Saharan Africa differs substantially from previous research contexts and derive propositions about how spousal influence is affected by resource-scarce entrepreneurial ecosystems, patriarchal societies and work-family integration. Our proposition illustrates the importance of contextualizing spousal influence and highlights that husbands are important stakeholders for women entrepreneurs in sub-Saharan Africa. Nair (2020) examines whether women's entrepreneurial innovation can be fostered through stakeholders' involvement. For previous research referenced and conceptual framework involving a proactive and interactive two-way stakeholder engagement process between women's companies and stakeholders, divided into three interconnected parts and institutional support is suggested. Stakeholder engagement as a long-term growth strategy to build competitive advantage requires a collaborative effort, where stakeholders work together to pursue mutually beneficial and diversified goals, which should foster innovative women's entrepreneurship initiatives. In addition, the suggested framework, as an interactive, two-way and continuous process linking variables, will help manage work to enhance collaborative value creation through innovative women's entrepreneurial ventures.

Then overlays The visualization in Figure 2 shows that dark nets are a topic in the old years and have been frequently discussed. At the same time, the yellow colour is a topic that is currently hot and interesting to discuss. In 2020 and above, many researchers are studying contribution, gender, evidence, and business. In contrast, the topics frequently studied are training, problems, challenges, impact, and social entrepreneurship. Under the opportunity to be re-examined because the problems, challenges, and impacts of MSMEs are growing every year. For example in 2019 when there was no Covid 19 pandemic, women Entrepreneurs can carry out business activities manually. But what about 2022? Post-pandemic situation? So it is necessary to update and develop the product. Such as product packaging that is more attractive to buyers; technology development such as opening online stalls (shopee, tokopedia, lazada, etc.); provide training to employees as needed.



**Figure 2. Overlays Visualization**  
Source: Output Vosviewer, 2023



**Figure 3. Density Visualization**  
Source: Output Vosviewer, 2023



The five most frequently used keywords are women, entrepreneurship, women entrepreneur, women entrepreneurship, studies (Figure 3). In a temporal co-occurrence map, three main features need to be considered for interpretation: node sizes are proportional to their occurrence; the spacing between nodes indicates how likely these nodes appear together in a document; and the node colour indicates the node's average year of publication.

### 3.2 Discussion

#### *The women's factor entrepreneurs in SMEs competitiveness*

The growth trajectory and the most prominent studies in the literature related to women's abilities entrepreneurship in competitiveness, namely the need for challenges, training, and solving problems or cases faced. Considering that entrepreneurial activities do not always run smoothly, the resilience and ability to be competitive need to be improved. Based on the temporal co-occurrence map, results reaffirms that the emergence of research on women's Entrepreneurship is quite interesting to continue to study. The newest keywords, problem, training, challenge, case, and rural women, are the latest topics related to women study-able entrepreneurs.

The ability of women entrepreneurship to increase the competitiveness of SMEs, namely the need to understand that the contribution of women entrepreneurs can increase the economic growth of a country because they create jobs and contribute to tax revenues. The contribution of these women entrepreneurs is in Cluster 1. MSME women entrepreneurs often have creative and innovative ideas for producing or providing new services that can encourage innovation in the business sector. Micro, small and medium enterprises owned by women often produce or provide goods and services needed by society. It can help meet consumer needs and strengthen the local economy.

Cluster 2 shows that the importance of social capital in doing business is to add social networks that will benefit the development of women entrepreneurs. Social networking can be done by Joining local business groups or online communities. You can meet other entrepreneurs in these groups and share information, ideas and experiences. Participating in business events such as conferences, seminars, or trade shows can help broaden your social network. In addition, take advantage of platforms such as LinkedIn, Twitter or Instagram to connect with other entrepreneurs and professionals worldwide. Subscribers can also become part of social networks. By establishing a good relationship with customers, you can get their recommendations and improve your business reputation.

Cluster 3 discussed opportunities and challenges in doing business for women entrepreneurs. As an entrepreneur, women need the courage to face many challenges, such as difficulties in obtaining capital, overcoming gender stigma, developing business networks, and so on. However, women entrepreneurs can take advantage of opportunities to expand markets open to women, gain support from government organizations and programs, and increase brand awareness through social media and digital platforms. Here are some ways to overcome challenges and take advantage of opportunities for women entrepreneurs: (1) Develop business skills and knowledge: Learn financial management, marketing, and other business skills. Take courses or seminars, read books, or expand your network through the entrepreneurial community. (2) Build a business network: A strong business network can help you overcome challenges, gain support and seize business opportunities. Join women's entrepreneur organizations or online discussion groups to network. (3) Take initiative: Be bold and seek new business opportunities or introduce creative ideas. Dare to take risks and face challenges. (4) Seek government or non-profit organization support: Government and non-profit organizations provide many programs and support for women entrepreneurs, such as training, funding, and

business counselling. (5) Building brand awareness through social media and digital platforms: social media and digital platforms can help women entrepreneurs expand their market and build brand awareness. Social media promotes products or services and builds an active online community. Overcoming challenges and taking advantage of opportunities can increase the business success of women entrepreneurs.

Cluster 4 discussed case studies on women entrepreneurs. In many countries, women have more limited access to economic resources and entrepreneurial opportunities than men. Therefore, gender equality among MSME entrepreneurs is very important to ensure that women have the same opportunities as men to start and develop their businesses by giving women and men equal access to resources such as capital, training, networks and business information. Then encourage creating an inclusive and supportive environment for women entrepreneurs, such as providing co-working spaces and other supporting facilities. Organizing special training programs for women entrepreneurs can help improve business skills and business development. Encourage women's participation in business organizations and industry associations to expand business networks and increase access to economic resources. They are paying attention to aspects of gender equality in government policies related to MSME entrepreneurs, such as by providing incentives for companies that implement inclusive business practices and support gender equality. In cluster 5, literature reviews on theory studies, implications, gap research, and innovation of women entrepreneurs are discussed.

Based on the five clusters, it can be formulated that Women's Entrepreneurial Capabilities in increasing the competitiveness of MSMEs can be carried out step by step. As long as there is a strong will and determination, women entrepreneurs can increase their business and play a role in the country's economic growth. Women's abilities Entrepreneurship in improving the competitiveness of MSMEs, namely the need for (1) Problems or solving problems by thinking creatively and innovating: Women Entrepreneurship can develop new and innovative ideas in various business sectors. This capability helps them to meet the growing market needs and increase the competitiveness of their companies; (2) Human Resource Development: Women Entrepreneurship can strengthen HR capacity through employee training and development, including women. It helps the company to improve its performance and competitiveness. One of them is by developing digital literacy knowledge. Fauzi et al. (2020) stated that digital literacy is important and impacts business growth in line with the increasingly fierce market competition where markets are also shifting from traditional to modern markets. Not only the market but consumers are also shifting from traditional to digital consumers; (3) Challenge by cultivating flexibility: Women in Entrepreneurship can adapt to market changes and flexibility in facing business challenges. It can also be added with opportunities; namely, women entrepreneurs can know the opportunities that exist around them, or are sensitive to the situation so that it can become an opportunity to do business; (4) Able to complete p (5) rural women, meaning that women in rural areas have a high chance of becoming entrepreneurs. Based on Endaryono's research (2016) states that rural women Entrepreneurs are motivated by two aspects. Individual aspects, they want to increase income, expertise in simple accounting, and anticipate scarcity of raw materials and capital stimulus. From the social side, namely, not being economically dependent on parents, flexibility in managing time, owning a production house, and adding to family assets.

#### 4. CONCLUSION

A bibliometric analysis of women entrepreneurship with 72 articles shows that the words often appear: women, entrepreneurship, women entrepreneur, women entrepreneurship, and studies. Bibliometric mapping supports the scientific explanation between probability theory and proof. Women's research Entrepreneurship can be developed more broadly on themes that appear few

and have not been widely included in research in the last five years. Therefore, this research is expected to be a reference for further research, such as opportunities and challenges in MSMEs. These problems may occur in MSMEs, employee training that can be followed to develop their competencies, or related to rural potential. Women in managing MSMEs. The limitations of this article are that study materials or documents are taken from various international publishing sources. Does not include research published in nationally reputable journals. The search year is also very limited, namely five years. It is hoped that future researchers can use broader data for a longer period of time.

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