

# Bibliometric Analysis of the Development of Women's Entrepreneurship Literature in Indonesia

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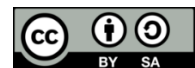
Bibliometric Analysis

VOSviewer

## ABSTRACT

Women's entrepreneurship has gained recognition as a critical factor in promoting inclusive economic development, particularly in emerging economies such as Indonesia. This study presents a bibliometric analysis of scholarly publications on women's entrepreneurship, focusing on trends, thematic structures, and collaboration networks from 2000 to 2025. Using data retrieved from the Scopus database and analyzed through VOSviewer, the study maps co-authorship patterns, co-citation networks, keyword co-occurrence clusters, and temporal evolution of research themes. The findings highlight dominant scholars, countries, and themes such as gender roles, empowerment, entrepreneurial intention, and sustainability. The overlay and density visualizations indicate a growing shift toward system-level and empowerment-related topics in recent years. However, the analysis also reveals underrepresentation of Indonesian research in global discourse. The study concludes by recommending greater international collaboration, diverse methodologies, and deeper contextual engagement to enrich the field and inform effective policy interventions.

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## 1. INTRODUCTION

Women's entrepreneurship has gained increasing attention in both academic discourse and policy frameworks as a vital component of economic development, particularly in developing nations such as Indonesia. The role of women as entrepreneurs has shifted from being a marginal subject to becoming a central theme in discussions about inclusive growth,

poverty reduction, and sustainable livelihoods [1]. In Indonesia, where micro, small, and medium enterprises (MSMEs) account for over 99% of business units and employ more than 97% of the workforce, a substantial proportion is owned and operated by women [2]. These businesses often serve as the main source of household income and provide a safety net against economic volatility, underscoring the importance of

understanding the dynamics and development of women-led enterprises.

Academic interest in women's entrepreneurship in Indonesia has grown significantly over the past two decades, with a diverse array of topics including access to capital, socio-cultural barriers, digital entrepreneurship, and the role of education and policy interventions. However, despite the increasing number of studies, a comprehensive analysis of the intellectual structure, thematic evolution, and publication trends remains underexplored. Bibliometric analysis offers a systematic approach to identify patterns, gaps, and emerging research fronts by quantitatively evaluating academic outputs [3]. Applying bibliometric techniques allows researchers and policymakers to map the evolution of women's entrepreneurship literature and assess its alignment with real-world challenges.

Indonesia presents a unique context for studying women entrepreneurs due to its rich cultural diversity, decentralization policies, and dynamic digital economy. While global studies tend to generalize findings, Indonesian women face distinct structural constraints such as patriarchal norms, informal legal protections, and uneven regional development [4], [5]. These contextual elements influence how women initiate and grow their businesses, navigate family obligations, and access support systems. Understanding these specificities is crucial to shaping localized interventions and tailoring national programs such as Kredit Usaha Rakyat (KUR) or digital literacy campaigns that increasingly target female-led enterprises.

Moreover, the rapid advancement of technology and digital platforms has enabled a new wave of female entrepreneurs in Indonesia. The proliferation of e-commerce, online marketplaces, and social media marketing tools has allowed women to overcome some of the traditional entry barriers such as mobility constraints and limited financial capital [6]. This transformation has given rise to new forms of entrepreneurship such as home-based

businesses and digital microenterprises, predominantly run by women, especially in rural and semi-urban areas. However, scholarly literature is still catching up with these trends, and it remains unclear how well current academic work reflects these recent developments.

As academic research plays a pivotal role in informing policies and development programs, mapping the literature on women's entrepreneurship becomes essential for directing future research and investment. Through bibliometric analysis, it is possible to uncover the most influential authors, institutions, thematic clusters, and knowledge gaps. Additionally, it helps determine whether the research has been predominantly descriptive or if it has ventured into analytical and theoretical territories that could better inform evidence-based policymaking. This study aims to fill this gap by providing a comprehensive bibliometric review of women's entrepreneurship research in Indonesia.

Despite the growing interest and volume of academic publications on women's entrepreneurship in Indonesia, there is a lack of synthesized knowledge regarding the evolution, thematic structures, and research networks in this field. Most existing reviews are narrative and lack systematic evaluation using quantitative bibliometric methods. Consequently, stakeholders including scholars, practitioners, and policymakers lack an evidence-based map of the intellectual landscape and emerging trends that could inform targeted interventions and future research directions. The objective of this study is to conduct a bibliometric analysis of scholarly publications on women's entrepreneurship in Indonesia.

## 2. METHODS

This study employs a quantitative bibliometric analysis to examine the development and intellectual structure of literature on women's entrepreneurship in Indonesia. Bibliometric methods provide an objective and reproducible means to evaluate large volumes of scientific publications,

allowing for the identification of publication patterns, research collaborations, thematic evolutions, and knowledge gaps [7].

### 2.1 Data Source and Retrieval

The primary data for this study were collected from the Scopus database, which is recognized for its broad coverage of peer-reviewed international journals and high-quality conference proceedings. The search query was formulated to capture publications that explicitly discuss women's entrepreneurship in the Indonesian context. The search string used was: (TITLE-ABS-KEY("women entrepreneur\*" OR "female entrepreneur\*" OR "women-led business\*" OR "female-owned enterprise\*")). The search was limited to publications from 2000 to 2024 to reflect the growth of the field over the past two and a half decades. Only articles written in English or Bahasa Indonesia and classified as journal articles, conference papers, or reviews were included. Non-academic formats such as book chapters, editorials, and notes were excluded to maintain academic rigor.

### 2.2 Data Cleaning and Preparation

After data retrieval, the results were exported in CSV format for compatibility with bibliometric tools. Duplicate entries, incomplete records, and irrelevant documents were removed through manual screening of titles and abstracts. The final dataset was cleaned and standardized, especially in terms of author names, institutions, and keywords, to ensure accuracy in co-authorship and keyword analyses.

### 2.3 Analytical Tools and Techniques

This study utilized VOSviewer as the sole bibliometric tool to analyze and visualize the scientific landscape of women's entrepreneurship literature in Indonesia. VOSviewer is widely used in bibliometric studies for its robust capabilities in mapping and constructing bibliometric networks (Van Eck & Waltman, 2010). The analyses performed with VOSviewer include: (1) co-authorship analysis, (2) keyword co-occurrence analysis, and (3) citation analysis.

## 3. RESULTS AND DISCUSSION

### 3.1 Co-Authorship Analysis

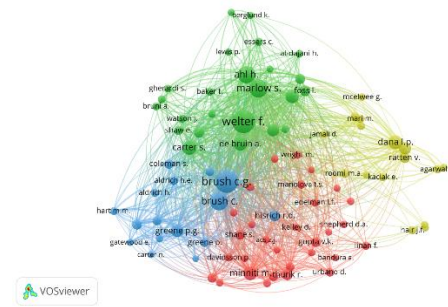


Figure 1. Author Visualization

Source: Data Analysis

The network visualization shown above illustrates the co-citation network of authors in the field of women's entrepreneurship. Each node represents an individual author, while the size of the node indicates the frequency with which the author is cited in conjunction with others. The color-coded clusters reflect thematic or intellectual groupings based on co-citation patterns. For instance, the green cluster, centered around authors such as Ahl H., Marlow S., and Welter F., represents scholars often associated with gendered perspectives and institutional contexts in entrepreneurship research. The blue cluster, with central figures like Brush C.G., Greene P.G., and Hart M.M., likely emphasizes empirical studies and frameworks on women-led enterprises. The red cluster, including Minniti M., Thurik R., and Hisrich R.D., seems to be rooted in broader entrepreneurship theory and policy-oriented studies. Meanwhile, the yellow cluster, featuring authors like Dana L.P. and Ratten V., appears to engage with international, cross-cultural, or emerging market entrepreneurship themes. The density and connectivity of the links indicate a highly interlinked scholarly landscape, suggesting strong foundational works and interdisciplinary collaboration in the development of women's entrepreneurship literature.

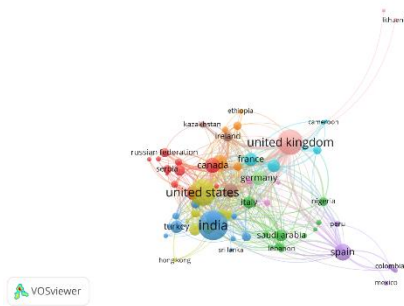


Figure 2. Country Visualization

Source: Data Analysis

The visualization above illustrates the country co-authorship network in the field of women's entrepreneurship research. Each node represents a country, and the size of the node reflects the volume of publications or contributions from that country. The lines (edges) indicate co-authorship links, meaning collaborative publications between scholars affiliated with different countries. The United States, United Kingdom, India, and Canada emerge as central and highly connected hubs, indicating their significant roles in international collaboration and high research output. Regional clusters are visible, such as the red cluster centered around the US and Russia, the blue cluster around India and Turkey, and the green cluster linking countries like Saudi Arabia, Nigeria, and Lebanon. Countries like Lithuania appear more isolated, indicating limited international collaboration. The dense interconnections among European, North American, and South Asian countries reflect strong academic networks, while the emerging involvement of countries from Africa, Latin America, and the Middle East suggests a gradual globalization of research on women's entrepreneurship.

### 3.3 Keyword Co-Occurrence Analysis

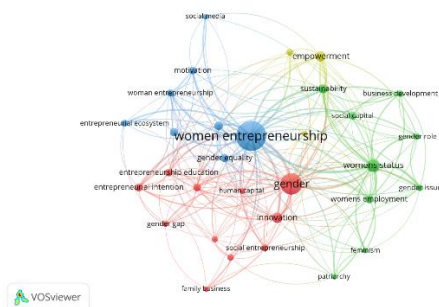


Figure 3. Network Visualization

Source: Data Analysis

The visualization above displays a keyword co-occurrence map that reveals the thematic structure of women's entrepreneurship literature. The size of each node indicates the frequency of a keyword's occurrence, while the links between them reflect how often two keywords appear together in the same documents. The central keyword, "women entrepreneurship," dominates the map, underscoring its pivotal role and frequent association with various other research topics. This keyword connects strongly with both conceptual and practical themes, indicating its interdisciplinary relevance. It is positioned at the center of several clusters, suggesting that it acts as a bridging concept across multiple research directions.

The blue cluster centers around entrepreneurial motivation and educational factors, highlighting themes such as "entrepreneurial intention," "entrepreneurial education," "social media," and "motivation." This cluster represents a stream of research focusing on the antecedents of women's entrepreneurial activities, particularly the personal, educational, and digital factors that influence their decision to pursue entrepreneurship. The prominence of terms like "social media" reflects the growing interest in how digital platforms empower women entrepreneurs, especially in emerging economies. The red cluster revolves around the keyword "gender" and its connections with innovation, social entrepreneurship, and human capital. This suggests a strong focus on how gender dynamics intersect with innovation capacity, identity, and societal expectations in entrepreneurial contexts. Keywords like "gender gap," "patriarchy," and "social entrepreneurship" indicate that many studies critically examine structural barriers and cultural norms affecting women's ability to innovate or lead businesses. This cluster appears more theoretical, engaging with social constructs and their implications on women's economic agency.

The green cluster includes terms such as "women's status," "gender role," "women's employment," "feminism," and

“empowerment,” representing a research stream focused on broader socio-economic and empowerment-related issues. This group often links women’s entrepreneurship with sustainability and social capital, suggesting an emphasis on entrepreneurship as a vehicle for development and equity. Studies in this area often investigate the role of entrepreneurship in improving the social standing of women, challenging gender roles, and fostering inclusive growth. The interconnection between empowerment and sustainability indicates a growing trend to frame women’s entrepreneurship within the global agenda for gender equity and sustainable development.

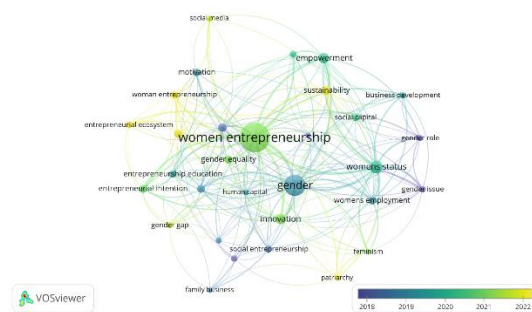


Figure 4. Overlay Visualization

Source: Data Analysis

The overlay visualization represents the temporal evolution of keywords in the literature on women’s entrepreneurship, using a color gradient from blue (earlier years, around 2018) to yellow (more recent, 2022). The central themes such as “women entrepreneurship” and “gender” are shown in green, suggesting that they have remained consistently relevant throughout the analyzed period. Their persistent presence and centrality indicate that these two concepts form the conceptual backbone of the research domain, continuously shaping discussions across various thematic areas. Notably, keywords like “entrepreneurial ecosystem,” “patriarchy,” “entrepreneurial intention,” “feminism,” and “empowerment” appear in yellow shades, signifying that these topics have gained more scholarly attention in the most recent years (2021–2022). This shift reflects a growing interest in structural and systemic factors influencing women’s entrepreneurship, such as institutional environments, gender norms, and empowerment narratives. In particular, the

emergence of “entrepreneurial ecosystem” as a newer focus suggests a paradigm shift toward examining external support systems and their role in enabling women entrepreneurs in diverse contexts. Conversely, themes like “social entrepreneurship,” “family business,” “innovation,” and “women’s employment” are depicted in blue to light green tones, indicating their dominance in earlier periods (around 2018–2020). These keywords may represent more foundational or previously dominant topics that have since been supplemented by newer research agendas. The temporal dispersion of these terms reveals the dynamic progression of scholarly interest—shifting from basic entrepreneurial roles and employment-related issues to broader sociocultural, systemic, and empowerment-related discourses. This trend demonstrates an expanding and maturing body of literature on women’s entrepreneurship, aligned with global gender equity and sustainable development goals.

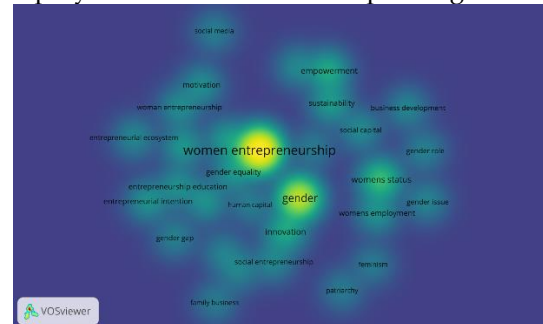


Figure 5. Density Visualization

Source: Data Analysis

The heatmap visualization produced by VOSviewer provides an overview of the density and intensity of keyword occurrences in the literature on women’s entrepreneurship. Brighter areas, particularly around “women entrepreneurship” and “gender,” indicate high-frequency keywords that serve as the core focus of scholarly discussion. These central nodes reflect the concentration of research activity and thematic emphasis, signaling their foundational role in the intellectual structure of the field. Terms such as “gender equality,” “entrepreneurial intention,” and “innovation” are also located near the dense core, suggesting that these concepts are



frequently studied alongside the main themes and are crucial to understanding the broader narrative of women in entrepreneurship. The more dispersed and dimmer keywords—such as “patriarchy,” “family business,” and “feminism”—represent emerging or specialized subtopics with relatively lower frequency but potential for deeper exploration. These areas, though not as densely populated, contribute to the richness and complexity of the discourse, offering critical perspectives on socio-cultural influences and structural barriers. T

### 3.2 Citation Analysis

Table 1 Top Cited Literature

Citation	Author	Title
1455	[8]	Why research on women entrepreneurs needs new directions
647	[9]	A gender-aware framework for women's entrepreneurship
542	[10]	Advancing a framework for coherent research on women's entrepreneurship
452	[11]	The normative context for women's participation in entrepreneurship: A multicountry study
399	[12]	Empowering Women Through Social Entrepreneurship: Case Study of a Women's Cooperative in India
382	[13]	Extending Women's Entrepreneurship Research in New Directions
363	[14]	Constraints and opportunities facing women entrepreneurs in developing

		countries: A relational perspective
321	[15]	Introduction to the special issue: Towards building cumulative knowledge on women's entrepreneurship
314	[16]	Israeli women entrepreneurs: An examination of factors affecting performance
221	[17]	Socio-cultural factors and female entrepreneurship

Source: Scopus

### DISCUSSION

#### *Intellectual Structure and Influential Scholarship*

The co-citation network analysis reveals several prominent scholars whose work forms the intellectual backbone of women's entrepreneurship studies. Authors such as C.G. Brush, F. Welter, S. Marlow, H. Ahl, and M. Minniti occupy central positions, indicating their foundational contributions to the discourse on gender, entrepreneurship ecosystems, and institutional influences. These researchers are well-known for challenging mainstream, gender-neutral entrepreneurial theories by introducing feminist and sociological perspectives [18]–[20]. Their positioning at the center of large clusters implies that their work is extensively referenced together, suggesting strong conceptual coherence within these streams. Interestingly, the co-citation clusters also reflect epistemological diversity. The green cluster tends to focus on institutional and socio-cultural factors, the blue cluster leans toward empirical studies and entrepreneurship education, while the red cluster appears to align with broader innovation, policy, and economic development themes. Such thematic compartmentalization illustrates that while women's entrepreneurship is an

interdisciplinary field, it has matured into subfields with distinct theoretical orientations. For Indonesia-focused research, however, the limited presence of local scholars within these dominant clusters may reflect a need to strengthen global visibility and contribution through increased publication in international journals.

#### ***Global Collaboration and Country-Level Contributions***

The country co-authorship map highlights a global network of scholars contributing to the women's entrepreneurship discourse. The United States, United Kingdom, India, and Canada emerge as the most collaborative and productive countries, forming the core of international research activity. These nations are deeply interconnected, reflecting well-established academic infrastructures, funding support, and policy interest in gender-inclusive economic development. Notably, while Indonesia does not appear prominently in this co-authorship network, its peripheral presence is likely due to limited international collaboration or the publication of local research in non-indexed journals. This underscores a structural issue where rich contextual studies on Indonesian women entrepreneurs remain underrepresented in global academic discussions. Promoting joint publications between Indonesian scholars and those from more established academic systems could bridge this gap, especially in areas like digital entrepreneurship, Islamic finance, and informal sector innovation, where Indonesia has distinct comparative advantages. Additionally, emerging research contributions from countries such as Nigeria, Saudi Arabia, Colombia, and Lithuania signal a broadening of interest in women's entrepreneurship beyond Western-centric contexts. These new contributors offer a valuable comparative lens, and Indonesia, with its cultural diversity and decentralized governance structure, is well-positioned to contribute meaningful insights into how local institutions shape women's entrepreneurial behavior.

#### ***Thematic Clusters and Keyword Trends***

The keyword co-occurrence and overlay visualizations show a well-defined conceptual structure anchored around the terms "women entrepreneurship" and "gender." These keywords are central nodes, forming a dense network with various thematic clusters. The blue cluster encompasses topics such as *entrepreneurial education*, *entrepreneurial intention*, and *social media*, which reflect studies focused on individual agency and capability development. This aligns with global trends emphasizing entrepreneurial motivation, digital inclusion, and education as enablers for women's participation in business [21]. The red cluster, on the other hand, delves into structural challenges and identity, featuring keywords such as *gender gap*, *patriarchy*, and *feminism*. These themes are essential in deconstructing gender-based barriers and questioning the systemic inequalities embedded in entrepreneurial ecosystems. Although fewer in number, these studies are critical for uncovering deep-rooted biases and often adopt qualitative, critical, or feminist methodological approaches. In the Indonesian context, such themes are particularly relevant, given the intersection of religion, culture, and gender roles that vary across regions.

The green cluster highlights broader socio-economic concerns such as *women's status*, *employment*, *empowerment*, and *sustainability*. These themes reflect a development-oriented framing of women's entrepreneurship, viewing it not just as a business activity but as a pathway for social mobility, household resilience, and community transformation. This aligns with Indonesia's policy orientation, where women-led MSMEs are seen as drivers of inclusive growth and poverty alleviation. The temporal overlay map adds a dynamic layer by showing how thematic priorities have evolved over time. Terms like *entrepreneurial ecosystem*, *patriarchy*, and *empowerment* have become more prominent in recent years (2021–2022), suggesting a shift from individual-focused studies toward systemic and institutional analyses. This evolution indicates a maturing field, increasingly aware

of the need to address contextual enablers and constraints. The growing attention to *sustainability* and *social capital* also reflects the alignment of women's entrepreneurship discourse with the global Sustainable Development Goals (SDGs), particularly SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth).

#### **Implications and Future Directions**

This study reveals several critical implications for both scholarship and policy. First, the bibliometric patterns confirm that women's entrepreneurship is no longer a marginal topic but a robust and evolving domain with interdisciplinary appeal. However, for Indonesian scholars, there is still limited integration into the global academic conversation. Strengthening research capacity through training, international collaboration, and publication support will be vital to elevating the visibility of Indonesian perspectives. Second, while the literature has expanded significantly, there is still an imbalance in methodological approaches. Quantitative, survey-based studies dominate the field, particularly in topics like entrepreneurial intention or education. Future research should encourage the use of qualitative, ethnographic, and longitudinal methods to uncover nuanced socio-cultural realities faced by Indonesian women entrepreneurs, especially in rural areas and informal sectors. Third, future research can benefit from greater intersectionality, examining how factors such as age, religion, ethnicity, marital status, and geographic location intersect with gender to influence entrepreneurial experiences. For instance, exploring the unique challenges of Muslim women entrepreneurs in Indonesia, or the resilience strategies of indigenous women in remote regions, could add significant depth to the field. Lastly, policy-oriented research should focus on evaluating the effectiveness

of current government programs aimed at supporting women's entrepreneurship. While Indonesia has launched initiatives like Kredit Usaha Rakyat (KUR), digital literacy programs, and gender empowerment campaigns, little empirical evidence exists on their long-term impact. Rigorous impact assessments can provide valuable feedback to policymakers and ensure that such programs are inclusive, adaptive, and responsive to women's needs.

#### **4. CONCLUSION**

This bibliometric study offers a comprehensive examination of the intellectual and thematic development of women's entrepreneurship literature, with a specific focus on Indonesia. The findings reveal a well-structured yet evolving body of knowledge, centered on key themes such as gender dynamics, empowerment, entrepreneurial intention, and ecosystem development. Despite its global momentum, Indonesian scholarship remains relatively underrepresented in internationally indexed literature, highlighting the need for increased academic collaboration and visibility. Emerging research directions such as digital entrepreneurship, entrepreneurial ecosystems, and structural empowerment reflect a shift toward contextual and institutional analyses. These findings suggest a strong potential for Indonesian researchers to contribute localized, culturally rich insights that align with global research agendas. Moving forward, a multidimensional approach that incorporates qualitative methods, intersectionality, and policy evaluations will be essential for deepening the academic and practical relevance of women's entrepreneurship studies in Indonesia and beyond.

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