

# Mapping the Boundaries of Scientific Literature on Women Entrepreneurship: A Systematic Review for the period 1993 to 2023

Dr. Sangita Rani<sup>1</sup>, Jyoti<sup>2</sup>, Vrinda<sup>3</sup>, Priyanka<sup>4</sup>

<sup>1</sup>Assistant Professor, Department of Commerce, Maharshi Dayanand University

<sup>2,3,4</sup> Research Scholar Department of Commerce, Maharshi Dayanand University

**Abstract**—The phrase “female entrepreneurship” gives women the confidence to advocate for themselves and their ideas. Women are making great strides in the business world, thus it is imperative that they understand marketing strategy since they have to act as responsible managers and decision makers. The changing sociocultural context of the global economy has drawn more focus to research on women’s entrepreneurship. Several academics have given a thorough description of women entrepreneurs on various related aspects since women entered this field. Despite its global importance, there are no examples of bibliometric analysis in this field in the academic literature. This study attempts to close this gap by assessing the present condition of research output and analyzing its evolution and trends. The study provides a holistic view of the publication trends in the fields of women entrepreneurship and marketing strategy using bibliometric analysis and visualization technologies. For the purpose, the study assemble and arrange 1029 publications on women entrepreneurship, entrepreneurship, marketing strategy between 1993 to 2023 using the Scopus database. The investigation shed light on the advancements in women entrepreneurship research and identified associated prospects through the examination of citations, co-citations, and co-words. The outcomes, presented via data and graphical representations, facilitate conclusions and discussions using bibliometric visualization software like VOS viewer. By scrutinizing citations, co-citations, and co-words, the study revealed pivotal publications within the research domain, delineated their knowledge framework, and charted future research trajectories based on the respective analyses. The VOS viewer software was used to analyze the co-occurrence of author-provided keywords, presenting insights through a network diagram demonstrating the average connection of keywords.

**Index Terms**—Women entrepreneurship, Marketing strategy, Entrepreneurship.

## I. INTRODUCTION

Women’s involvement in business has considerably increased nations’ social and economic empowerment (Ramadani et al., 2013). The 2019 GEM women’s entrepreneurship report shows a significant increase in the global number of female entrepreneurs, which now stands at 252 million. Numerous scholarly investigations have been conducted into the operational dynamics, barriers, facilitators, and incentives that drive women entrepreneurs, as well as the resulting economic and social dividends (Jennings and Brush, 2013). This highlights the growing importance of researching women’s entrepreneurship as a compelling field of further study. Women play a multifaceted role, not confined to household responsibilities but extending to pivotal involvement in economic endeavors that uphold their families. As agents of development, women catalyze transformative changes across various spheres including the economy, society, and culture, thereby fostering sustainable development. Their contributions to economic expansion are particularly notable through microbusiness ventures (Jabeen et al., 2020). Additionally, governmental support and training initiatives are instrumental in nurturing women entrepreneurship. In India, diverse projects have been initiated by the government at national, state, and grassroots levels to foster an environment conducive to entrepreneurial endeavors among women. Numerous initiatives aimed at fostering entrepreneurship, including microfinance,

management development, skill enhancement, and vocational training programs, have been implemented across both private and public sectors throughout India. These initiatives, spanning nearly every state and district, are tailored to cater to the needs of youth and women, reflecting a concerted effort to bolster their participation in entrepreneurial endeavors (Aggarwal, M. et al., 2021). The purpose of this study is to investigate female entrepreneurs and market strategy by reviewing the existing literature and determining the current level of research in this area. The study fills a gap in the literature by performing a bibliometrics evaluation of the literature on women's entrepreneurship to better map strategic patterns and opportunities for future research using a systematic and technology-facilitated methodology (Sonfield and Lussier, 2009; Overbeke et al., 2013; Ratten et al., 2017). The study uses bibliometric analysis and visualization technologies to present a comprehensive perspective of publication patterns in the disciplines of women's entrepreneurship and marketing strategy. Using the Scopus database, the study compiled and organized 1029 publications on women's entrepreneurship, entrepreneurship, and marketing strategy from 1993 to 2023. The bibliometric strategy aims to reveal research themes and patterns within a certain sector of interest by utilizing selected indicators (Khan et al., 2021), including citation indices. These analyses are made possible by analytical systems capable of managing large volumes of data and visualization approaches (Calzadilla et al., 2021).

The results of the research include insights into the evolution of publication patterns and citation rates, the identification of important projects, key authors, leading journals, and institutions, and a network analysis displaying the co-occurrence of keywords relevant to women's entrepreneurship.

Specifically, this study answers the following research questions (RQs):

RQ1. What is the contemporary publication trajectory concerning Women Entrepreneurship and Marketing Strategy?

RQ2. Who are the key contributors and prolific outlets within the field?

RQ3. Which publications have the most influence in determining the field?

RQ4. What are the predominant research themes characterizing this study area?

## II. MATERIAL AND METHOD

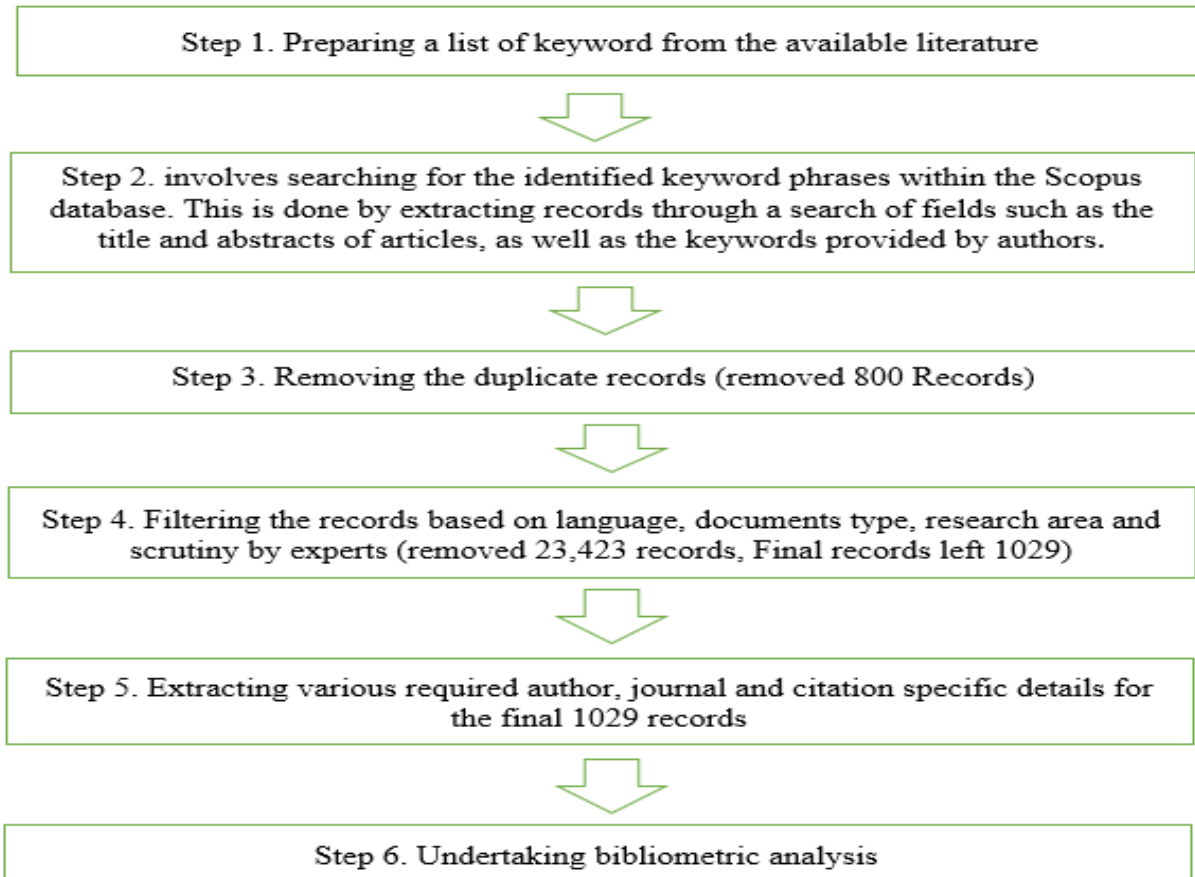
The Scopus database was utilized to find publications about women's entrepreneurship. Scopus, the world's largest abstract and citation database for peer-reviewed literature, offers a complete overview of published articles on entrepreneurship. To compile all relevant publications in this domain, we searched the Scopus database for the keywords "Women entrepreneurship", "Marketing strategy", and "Entrepreneurship". This search returned a total of 25,252 records from the Scopus database. The number of documents was further reduced based on language, document type, and research area, resulting in 1029 records from a total of 25,252. To ensure the inclusion of all relevant publications, a process was used in which various records were extracted and then filtered against keyword phrases relevant to the field of marketing management. For each of the final 1029 records, data from the Scopus database was extracted, including publication title, author names and affiliations, journal details such as name, number, volume, pages, publication date, abstract, cited references, and author-supplied keywords. Following this, a bibliometric analysis was carried out to determine the top nations, affiliations, years, authors, and publications in the topic of women's entrepreneurship. Furthermore, an examination of co-occurring author-supplied keywords was conducted to follow the evolution of research in the field of women's entrepreneurship and identify potential future research directions. To facilitate the intended use, a network diagram of keyword phrases in the field of women's entrepreneurship was created using the VOSViewer application and R-Studio.

Step 1: Preparation of a list of keywords from available literature
Step 2: Searching of identified keywords in the databases of Scopus
Step 3: Filtering/Limiting of records on different bases.
Step 4: Extraction of required details on authors, citations, journals.
Step 5: Going through bibliometric analysis
Step 6: Examination of future research trends

Figure 1. Data Collection and Analysis Approach

Figure 1 depicts the comprehensive data collection and analysis strategy used in the research. This included identifying keywords, conducting a literature search, removing duplicate records, and cleaning up data based on language, document type, and research areas. Bibliometric analysis was conducted using Microsoft Excel and VOSViewer software, followed by

additional analysis to identify research trends in the field of women’s entrepreneurship. The purpose of Detailed investigation of Data Collection and Analysis Approach is to provide transparency and clarity regarding the data collection and analysis techniques listed below.



### III. BIBLIOMETRIC ANALYSIS OF LITERATURE: RESULTS

#### Publication trends of Women Entrepreneurship

The journey of research in the topic of women’s entrepreneurship from 1993 to 2023 discusses publishing trends in women’s entrepreneurship and market strategy. The figure below illustrates the trend of citations per year.

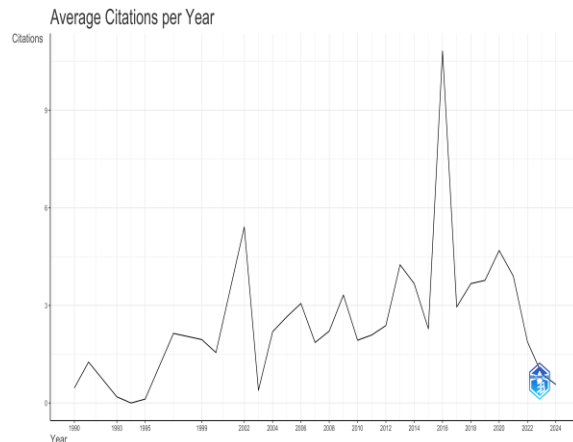


Figure 2. Average Citations per year

Figure 2 shows that articles about women’s entrepreneurship started publishing around 1980. According to this table, the first document on women’s entrepreneurship was published in 1980, with an increasing and declining publishing pattern through 2024. Figure 2 shows a growing trend after 2015, with more papers available on online databases, indicating a rise in awareness about the topic of entrepreneurship difficulties and marketing strategies.

IV. TOP 10 MOST PRODUCTIVE COUNTRIES

The analysis of women entrepreneurship for the 1029 documents showed that the countries had published their different aspects on the topic. The countries with the top most citations in the domain is given below Table 2. Ranking of the 10 Countries with the Highest Citations in Women Entrepreneurship

Netherlands	1139	67
Norway	575	63.9
Georgia	568	142
Korea	553	12.3
Australia	550	16.2
Sweden	502	29.5
Spain	475	12.5

Source: Author’s own calculation, TC = Total Citation

Table 2 displays the publications and citation information for the top ten most productive countries. Citations by country demonstrate that the United Kingdom, the United States, China, the Netherlands, Norway, Georgia, Korea, Australia, India, and Spain are the most referenced document producing countries. Among these countries, the leading country contributed the most papers, accumulating 4149 citations. The United Kingdom is distantly followed by the United States, which has 2897 total citations and 29 average citations, and the Netherlands, which has 1139 total citations across all of its publications. The average citation per paper is a key indicator for measuring these countries' success in terms of publication quality, and Norway leads the way with the greatest average article citation (63.9).

Most Cited Countries		
Country	TC	Average Article Citations
United Kingdom	4149	34.6
USA	2897	29
China	1597	17.7

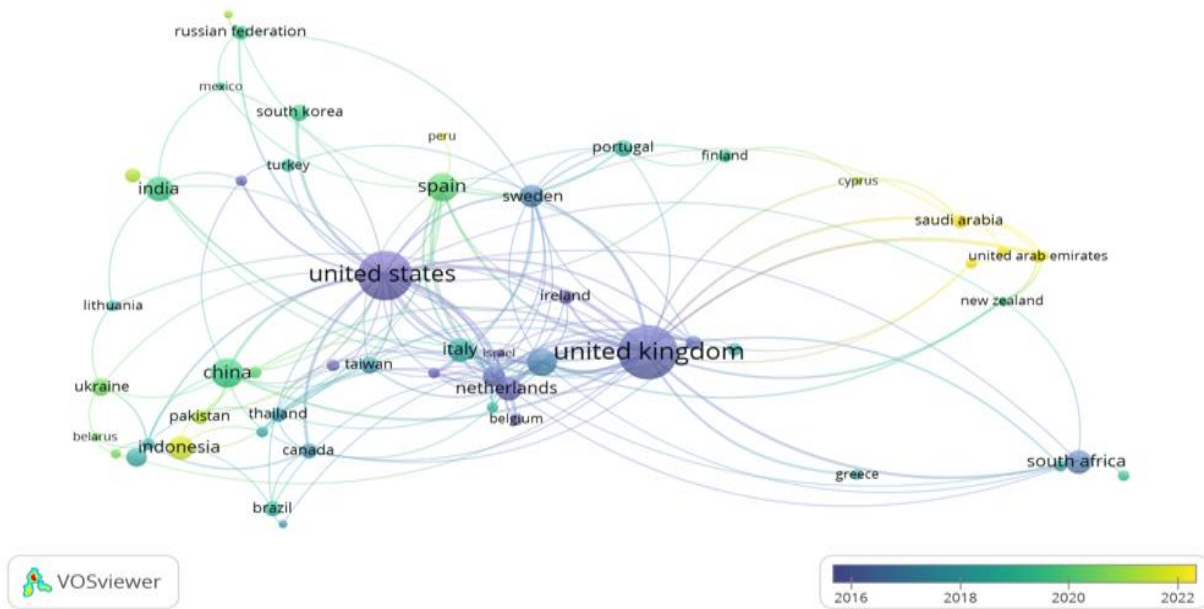


Figure 3. Most Cited Countries

Figure 3 shows the citation analysis by countries. It is demonstrated that publications authored in the United Kingdom (UK) have the most citations, with 4149 total citations, followed by articles authored in the United States (US), with 2897 citations. As indicated in the graph, the countries with the lowest citations were Spain, Sweden, Australia, Korea, and Georgia.

V. MOST RELEVANT COUNTRIES BY CORRESPONDING AUTHOR

Table 3. Most relevant countries by Corresponding Author

Most relevant Countries by Corresponding Author					
Country	Articles	SCP	MCP	Frequency	MCP Ratio
United Kingdom	215	162	53	0.201	0.247
USA	120	65	55	0.112	0.458
China	100	64	36	0.093	0.36
Korea	90	53	37	0.084	0.411

Spain	45	32	13	0.042	0.289
Australia	38	29	9	0.035	0.237
Italy	34	24	10	0.032	0.294
Indonesia	34	21	13	0.032	0.382
India	25	19	6	0.023	0.24
Netherlands	17	14	3	0.016	0.176

Source: Author’s own calculation

SCP= Single country publications, MCP= Multiple country publications

Table 3 lists the most relevant countries by corresponding author, with the United Kingdom having 215 publications that contain SCP (162) and MCP (53). The United States ranked second with 120 articles, 65 of which were published in a single nation and 55 in several countries, followed by China with 64 (SCP) and 36 (MCP) of 100 articles. The Netherlands, India, Indonesia, and Italy contain the least articles regarding female entrepreneurship.

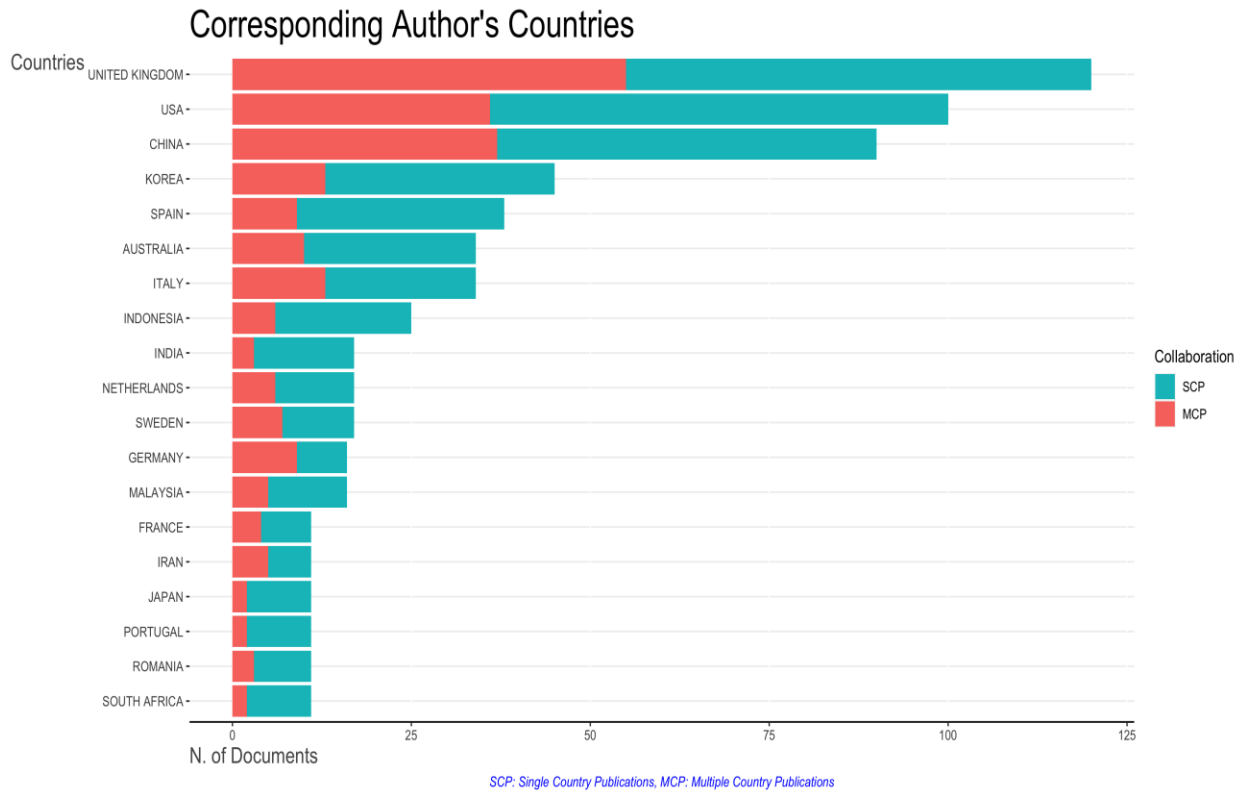


Figure 4. Graph of corresponding Author’s Countries

VI. MOST PRODUCTIVE JOURNAL

Table 4 provides some of the most productive journals in the area of women’s entrepreneurship. Table 4 represents a compilation of all journals published in this field. The journal of sustainability rated first with 205 articles, while tobacco control ranked second with 24 articles. According to the records, the Journal of Women’s Entrepreneurship and Education ranked third, with 21 articles. Other prominent journals that publish articles on female entrepreneurs include the British Food Journal, Journal of Women's Entrepreneurship and Education, European Journal of Marketing, Developments in Marketing Science: Proceedings of the Academy of Marketing Science, Journal of Business Research, Technological Forecasting and Social Change, Geojournal of Tourism, and Geosites.

Table 4. List of top 10 Most Productive Journals

Journal	Articles
Sustainability (Switzerland)	205
Tobacco Control	24
Journal Women’s Entrepreneurship and Education	21
British Food Journal	17
International Journal of Gender and Entrepreneurship	17
European Journal of Marketing	14
Developments in Marketing Science: Proceedings of the Academy of Marketing Science	13
Journal of Business Research	12
Technological Forecasting and Social Change	10
Geojournal of Tourism and Geosites	9

Source: Author’s own calculation

VII. TOP MOST PRODUCTIVE ARTICLES

The section on extremely productive articles emphasizes those who have made major contributions to the subject of female entrepreneurship. The number of citations an article obtains is a numerical indicator of its productivity.

Table 5. List of top 10 most productive articles

Articles	Authors	TC	Year of Publication
Understanding customer experience throughout the customer journey	Lemon, K.N., Verhoef, P.C.	2414	2016
How artificial intelligence will change the future of marketing	Davenport, T., Guha, A., Grewal, D.	705	2020
Social media as a destination marketing tool: Its uses by national tourism organizations	Hays, S., Page, S.J., Buhalis, D.	587	2013
vaping versus JUULing : How the extraordinary growth and marketing of JUUL transformed the US retail e-cigarette market	Huang, J., Duan, Z.,	433	2019
constraints and opportunities facing women entrepreneurs in	Jamali, D.	326	2009

developin g countries: A relational perspectiv e			
A strategic framewor k for artificial intelligenc e in marketing	Huang, M.-H., Rust, R.T.	31 0	2021
Resources and capabilitie s as drivers of hotel environm ental marketing strategies: Implicatio ns for competiti ve advantage and	Leonidou, L.C., Zeriti, A.	27 9	2013

performan ce			
Developo ng Market specific supply chain strategies	Christopher, M., Towill, D.R.	27 5	2002
Tie strength, embedde ness, and social influence: A large- scale networked experimen t	Aral,S., Walker,D.	27 1	2014
Marketing strategies, perceived risks, and consumer trust in online buying behaviour	Pappas,N.	26 5	2016

Source: Author's own calculation

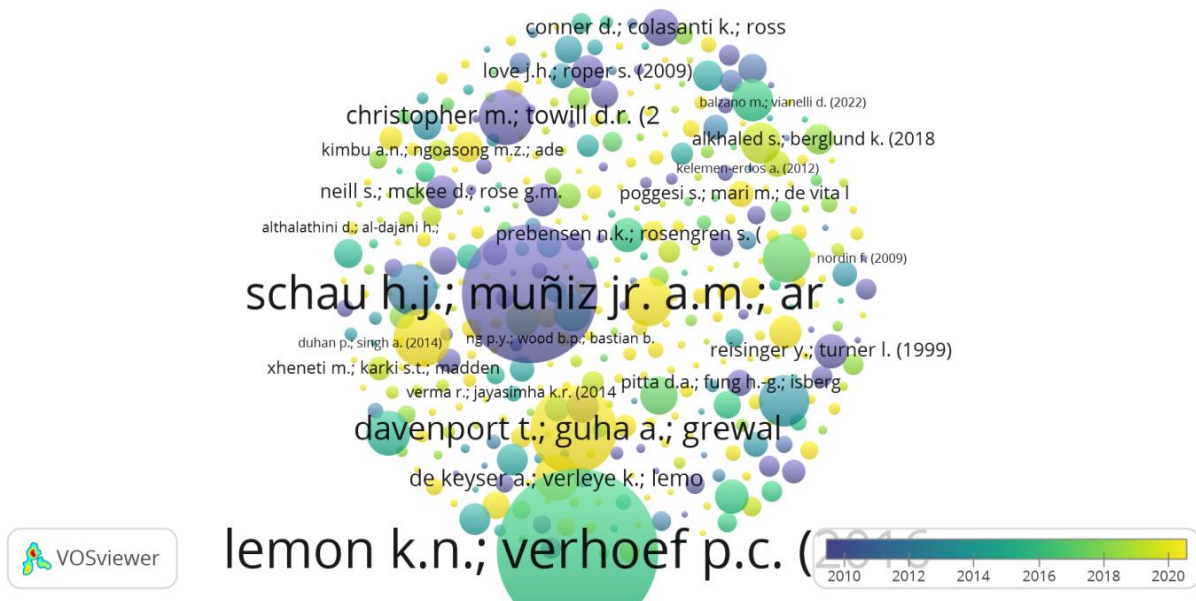


Figure 5. Visualization map of most cited articles



Figure 6 provides an overview of the co-occurrence network of frequently used keywords in the realm of women entrepreneurs, as identified by various authors with a minimum occurrence of 5 times. The diagram illustrates the co-occurrence of author-supplied keywords within the mean diagram of the keyword network, utilizing VOSviewer software for analysis. Mainly 5 clusters were formed in which yellow cluster shows marketing strategy as the most frequent keyword used with other keywords such as marketing management, digital marketing, market orientation, marketing capabilities and so on. The red cluster shows women entrepreneurship associated with keywords such as women entrepreneurs, business development, women status, feminism etc. Another cluster with blue colour was formed by sales which combined with the keywords such as competitive advantage, data mining, social networking, pricing and others. The purple colour cluster was formed with the keywords such as perception, sustainability, tourism and so on. And the cluster of green colour which show electronic commerce used with other keywords like economics, advertising, retailing consumer behaviour etc.

## X. DISCUSSION AND CONCLUSION

This study conducts a bibliometric analysis of literature from 1993 to 2023, with the goal of identifying advances and future areas of development in the field of women's entrepreneurship. Traditionally, studies have overlooked the connection between women's entrepreneurship and marketing strategies tailored for women entrepreneurs. Notably, this study stands out as one of the first to highlight the link between women's entrepreneurship and market strategies. The investigation reveals the substantial role of major players, including authors, institutions, publications, and ecosystems, in changing the landscape of women's entrepreneurship research. Importantly, this study presents a comprehensive overview of women's entrepreneurship, encompassing both established and emerging economies. The research uses 1029 publications on women's entrepreneurship obtained from the SCOPUS database. The results provide an overview of the literature in this area, concentrating on key aspects like publishing trends, authorship patterns, and notable contributors, journals, institutions, and countries. A

significant increase in articles related to female entrepreneurship is anticipated, with exponential growth observed. This surge is not confined to a particular country or journal; rather, research contributions on the topic have emerged from diverse nations. The findings of the study showed that the Journal of sustainability Switzerland was the most published on the subject and obtained the highest number of citations over the past 30 years. The author obtained the highest number of citations was Ling, P.M. with 377 citations. Research topics, hot spots, and development trends are revealed through keyword analysis.

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