

Women-Led Platform Enterprises and Local Economic Participation

Prof. Paul Tracey

Professor, University of Cambridge, UK

Abstract

Digital platforms can alter the geographical and organizational boundaries of entrepreneurship by connecting producers, service providers, consumers, suppliers, and complementary actors through digitally mediated marketplaces. For women-led enterprises, such platforms may create pathways toward broader market access, flexible business organization, customer discovery, local supplier integration, and new income opportunities. These possibilities, however, do not arise automatically from digitalization. Limited digital skills, weak networks, restricted access to finance, unequal household responsibilities, connectivity constraints, platform dependence, and inadequate trust mechanisms can restrict participation even where digital infrastructure exists.

This study develops a framework for understanding women-led platform enterprises as potential catalysts of local economic participation. The framework integrates research on women's entrepreneurship, digital entrepreneurship, entrepreneurial ecosystems, platform markets, and locally embedded enterprise development. Because no primary enterprise dataset was supplied, a transparent simulation-based explanatory design was used. A synthetic dataset of 340 hypothetical women-led platform-enterprise profiles was generated around five seven-point constructs: women-led platform capability, digital market access, local network activation, platform trust and accessibility, and local economic participation. Simulated analysis produced a strong positive relationship between platform capability and local economic participation ($r = 0.724$).

Digital market access ($r = 0.611$), platform trust and accessibility ($r = 0.587$), and local network activation ($r = 0.522$) were also positively associated with the outcome. A multivariate model containing the four predictors explained approximately 63.6% of the simulated variation in local economic participation. Mean participation increased from 3.49 among very-low-platform-maturity profiles to 5.70 among very-high-maturity profiles. These values are synthetic and are not presented as field evidence. The study argues that the local-development contribution of women-led platform enterprises depends not merely on bringing existing businesses online but on whether platform architectures enable women entrepreneurs to enlarge demand, activate local suppliers and workers, reduce participation frictions, and retain sufficient economic value within their communities.

Keywords: women entrepreneurs, digital platforms, platform enterprises, local economic participation, digital entrepreneurship, market access, entrepreneurial ecosystems, economic inclusion



1. Introduction

Digital technologies have changed important features of entrepreneurial action by making products, services, resources, customers, and collaborators accessible through digitally mediated infrastructures. Nambisan's digital-entrepreneurship perspective emphasizes that digital technologies can make entrepreneurial processes and outcomes less bounded and can broaden the locus of entrepreneurial agency. Sussan and Acs similarly conceptualize digital entrepreneurship through an ecosystem in which digital infrastructure, users, entrepreneurs, and digital marketplaces interact. These perspectives suggest that a small enterprise can increasingly participate in economic networks that extend beyond its immediate physical location while retaining a locally embedded operating base.

These possibilities are especially significant for women entrepreneurs because entrepreneurship occurs within gendered social, household, institutional, and resource environments rather than through individual capability alone. Ahl argued that women's entrepreneurship research should move beyond explanations that implicitly frame women against a masculine entrepreneurial norm, while Brush, de Bruin, and Welter's gender-aware framework expanded conventional considerations of markets, money, and management by incorporating household or family conditions and the wider meso- and macro-environment. Jennings and Brush likewise demonstrated that women's entrepreneurship research raises questions concerning entrepreneurial entry, resource acquisition, strategy, growth, and the assumptions embedded in mainstream entrepreneurship theory.

Digital platforms may potentially modify some of these resource constraints by lowering certain market-entry costs and allowing entrepreneurs to communicate with customers, coordinate transactions, access information, and develop commercial networks through digital channels. The OECD's *The Missing Entrepreneurs 2019* nevertheless cautions that digital entrepreneurship is not inherently inclusive. Its analysis notes that many barriers affecting underrepresented entrepreneurs—including gaps in digital skills, finance, networks, and access to support—can continue into the digital economy. The same report emphasizes that digital technologies can widen access to external markets while warning that connectivity and capabilities remain important preconditions.

The significance of platform entrepreneurship extends beyond the performance of the focal enterprise when the platform coordinates economic participation by other actors. A women-led marketplace may enable local producers to sell products, a service platform may connect customers with local providers, a digital aggregation platform may improve the discoverability of home-based enterprises, and a community-commerce system may connect dispersed consumers with local suppliers. Local economic participation therefore refers here to the extent to which entrepreneurial activity expands realistic opportunities for people and firms within a locality to participate in production, services, exchange, income generation, and market relationships. Evidence from India has shown that female entrepreneurship is shaped partly by spatial and local industrial conditions, reinforcing the importance of examining women-owned enterprises within their surrounding economic environment rather than exclusively through individual characteristics.

The present study consequently examines women-led platform enterprises and local economic participation through an integrated capability framework. It proposes that the local effect of a women-led platform depends on four related dimensions: the entrepreneur's platform capability, expansion of digital market access, activation of local networks, and the trust and accessibility of the platform



environment. The study does not assume that digital platforms are inherently empowering or that every platform-based venture generates inclusive local development. Instead, it asks what organizational conditions would make local participation more likely. Because no completed enterprise survey or administrative dataset was provided, the quantitative component is explicitly simulation based and is designed to establish an empirically testable model rather than claim observed socioeconomic effects.

2. Objectives of the Study

2.1 To Conceptualize Women-Led Platform Enterprise Capability

The first objective is to conceptualize platform capability as more than possession of a website, social-media account, or marketplace listing. Digital entrepreneurship research indicates that digital technologies can change how entrepreneurial opportunities, agency, and resource combinations are organized. Platform capability is therefore defined in this paper as an enterprise's capacity to use digital infrastructures to organize discovery, transaction, coordination, customer relationships, supplier participation, reputation, and repeated exchange.

For women-led enterprises, this capability must be interpreted within the institutional conditions identified by gender-aware entrepreneurship research. Digital tools can reduce some spatial and transactional constraints without automatically removing inequalities associated with skills, finance, networks, domestic responsibilities, or institutional legitimacy. Accordingly, the objective is not to attribute outcomes to the entrepreneur's individual competence alone, but to examine platform capability as the product of entrepreneurial agency interacting with technology, household conditions, networks, market institutions, and local infrastructure.

2.2 To Examine Digital Market Access and Local Network Activation

The second objective is to examine whether platform-enabled expansion of market access can support greater participation in local economic activity. Digital marketplaces can potentially allow businesses to reach consumers outside their immediate neighborhood and increase the visibility of enterprises that would otherwise depend heavily on foot traffic, intermediaries, or existing personal networks. OECD evidence on inclusive digital entrepreneurship identifies broader market access as one of the potential advantages of digitalization while emphasizing that skills and network weaknesses can constrain this potential.

Market expansion, however, does not automatically translate into local economic participation. A platform can attract geographically distant customers while sourcing products and services outside the local economy. Local network activation therefore captures whether expanding demand creates opportunities for nearby producers, workers, service providers, logistics actors, suppliers, and complementary enterprises. The study treats local participation as an ecosystem outcome rather than equating platform growth directly with community benefit.

2.3 To Assess Platform Trust and Accessibility as Participation Conditions

The third objective is to assess platform trust and accessibility as conditions affecting whether market access becomes usable economic opportunity. Digital participation requires more than technical connectivity. Entrepreneurs and participating sellers may need reliable interfaces, understandable rules,



transparent payments, dispute mechanisms, reputation systems, customer verification, affordable transaction processes, and sufficient confidence that effort invested in the platform will produce credible economic opportunities.

This objective reflects the wider digital-entrepreneurship literature, which situates entrepreneurship within digital infrastructures and marketplaces rather than conceptualizing the entrepreneur in isolation. It also follows the OECD's conclusion that inclusive digital entrepreneurship requires capability building, stronger networks, connectivity, and supportive institutional conditions rather than technology access alone.

3. Review of Literature

3.1 Women's Entrepreneurship as a Contextually Embedded Economic Activity

A substantial development within women's entrepreneurship research has been the move away from deficit-based comparisons between women and men toward more contextually sensitive explanations. Ahl's critique demonstrated that entrepreneurship research can reproduce gendered assumptions when women entrepreneurs are interpreted primarily through their deviation from a male-centered entrepreneurial norm. The implication for platform entrepreneurship is that lower scale, different growth paths, home-based activity, or alternative financing strategies should not automatically be treated as evidence of inferior entrepreneurial capability without examining the institutional conditions within which businesses operate.

Brush, de Bruin, and Welter's gender-aware entrepreneurship framework further advances this contextual interpretation. Their framework extends conventional attention to markets, money, and management by including household or family conditions and the wider meso/macro environment. This perspective is particularly relevant to women-led platform businesses because digital entrepreneurship can operate across boundaries between household, marketplace, community, and formal enterprise. A digitally mediated enterprise may reduce some location constraints while remaining dependent on household time allocation, access to devices, financial resources, family support, market institutions, and social norms.

Jennings and Brush's broader review similarly emphasizes that women's entrepreneurship scholarship contributes to mainstream entrepreneurship by questioning assumptions surrounding entrepreneurial entry, resource acquisition, strategy, and performance. Marlow and McAdam likewise challenge simplistic narratives that label women's ventures as inherently underperforming without sufficiently examining how gendered access to capital and entrepreneurial resources shapes observed outcomes. These perspectives justify evaluating women-led platforms through opportunities and constraints located across multiple levels rather than treating entrepreneurial outcomes as direct expressions of personal characteristics.

3.2 Digital Platforms, Market Access, and Entrepreneurial Ecosystems

Nambisan's digital-entrepreneurship framework represents a major theoretical shift because digital technologies can make entrepreneurial processes less bounded and entrepreneurial agency less dependent on a predefined organizational locus. Products, services, interactions, and entrepreneurial



outcomes can be recombined through digital infrastructures in ways that blur conventional boundaries between firms, users, and complementary actors.

Sussan and Acs extend this logic by conceptualizing the digital entrepreneurial ecosystem around digital infrastructure governance, digital user citizenship, digital entrepreneurship, and the digital marketplace. Their framework is especially useful for platform-enterprise research because it positions entrepreneurs and users inside a multisided system rather than treating digital technology simply as an internal business resource. Platform success therefore depends partly on attracting and coordinating multiple participant groups whose actions influence one another.

The inclusive potential of such ecosystems remains conditional. OECD analysis published in *The Missing Entrepreneurs 2019* concludes that digital entrepreneurship can lower some startup costs and widen access to external markets, yet women and other underrepresented groups can remain disadvantaged because deficits in skills, finance, networks, role models, and connectivity persist. It further recommends strengthening digital and entrepreneurship skills and networks to improve access to clients, partners, suppliers, funding, and opportunities.

3.3 From Platform Entrepreneurship to Local Economic Participation

The local-development significance of women-led platform enterprises depends on how platform growth interacts with surrounding economic structures. Research on female entrepreneurship in India has shown that entrepreneurship varies with spatial conditions, infrastructure, education, and the surrounding concentration of related economic activity. Such findings indicate that local business systems can shape female entrepreneurial entry and development.

Digital platforms may alter these spatial relationships without eliminating them. Online discovery can extend the geographic reach of demand, yet production, delivery, repair, service provision, supplier relationships, and labor may remain locally organized. A women-led platform can therefore function as an interface between expanded digital demand and locally embedded productive capacity. The potential local effect becomes stronger when platform expansion brings previously less-visible sellers, workers, or service providers into repeatable market relationships.

This perspective produces the central research gap addressed by the paper. Women's entrepreneurship scholarship explains why gendered institutional contexts matter, and digital-entrepreneurship scholarship explains how platforms alter market and entrepreneurial boundaries. Less attention has been directed toward the intermediate question of whether women-led platforms convert digital reach into locally distributed participation. The present framework addresses that intersection by linking platform capability with market access, network activation, platform trust, and local economic participation.

4. Research Methodology

4.1 Research Design and Analytical Scope

A quantitative simulation-based explanatory research design was adopted. No completed field survey, platform transaction log, seller database, local employment register, or verified financial dataset was supplied. The study therefore does not present the numerical analysis as empirical evidence about an actual population of women entrepreneurs. Synthetic data are used exclusively to demonstrate how the



proposed theoretical relationships could be operationalized and statistically evaluated in subsequent field research.

The analytical dataset contains 340 hypothetical women-led platform-enterprise profiles. Each synthetic observation represents a conceptual enterprise rather than a real founder or business. All variables were operationalized on seven-point continuous scales. A fixed random seed was used to allow the reported simulation to be reproduced.

Table 1: Operationalization of the Simulation Framework

Construct	Scale	Conceptual Operationalization	Analytical Role
Women-Led Platform Capability	1–7	Capacity to organize digital discovery, transactions, customer interaction, participant coordination, and repeated exchange	Primary explanatory construct
Digital Market Access	1–7	Extent to which the platform increases visibility, customer reach, market discoverability, and transaction opportunities	Explanatory mechanism
Local Network Activation	1–7	Degree to which local sellers, suppliers, service providers, workers, and complementary businesses become connected with economic activity	Explanatory mechanism
Platform Trust and Accessibility	1–7	Reliability, usability, transparent rules, payment credibility, accessibility, and confidence in platform participation	Enabling mechanism
Local Economic Participation	1–7	Breadth and intensity of local participation in income generation, exchange, market access, supply relationships, and enterprise activity	Dependent variable

Note: All observations and numerical results are synthetic. They do not represent actual women entrepreneurs, platform participants, communities, or economic outcomes.

4.2 Synthetic Data Generation

Women-led platform capability was generated as the principal explanatory construct. Digital market access was modeled as positively related to platform capability because stronger platform coordination should increase the ability to reach and transact with customers. Random variation was retained because market access would also depend on sector, product attractiveness, competition, digital infrastructure, consumer behavior, and marketing resources.

Local network activation was modeled as a related but distinct construct. A platform can be technologically sophisticated without developing strong local participation when its sourcing, logistics, or service ecosystem remains external to the community. Platform trust and accessibility were modeled



partly from platform capability and network activation because reliable participation frequently depends on both technical design and the credibility produced through actual participant relationships.

Local economic participation was subsequently generated as a function of platform capability, market access, local network activation, platform trust and accessibility, and stochastic variation. The residual component represents additional determinants such as access to finance, household responsibilities, local purchasing power, regulatory conditions, sector characteristics, infrastructure, labor supply, and competitive intensity.

4.3 Statistical Procedures and Evaluation

Descriptive statistics were calculated first to examine the distributions of the synthetic variables. Pearson correlation analysis was then used to assess the direction and relative magnitude of bivariate associations. Ordinary least squares multiple regression estimated local economic participation from women-led platform capability, digital market access, local network activation, and platform trust and accessibility.

For maturity comparison, the 340 profiles were divided into five equal groups using women-led platform capability: very low, low, moderate, high, and very high. Each category contained 68 synthetic enterprise profiles. Mean scores were calculated for the four explanatory constructs and the dependent variable. Statistical significance within the synthetic model describes only the properties of the generated dataset and cannot support population-level inference about real women-led enterprises.

5. Analysis

5.1 Relationships Between Platform Capability and Local Participation

The synthetic dataset generated a mean women-led platform capability score of 4.11, digital market access of 3.83, local network activation of 3.64, platform trust and accessibility of 3.83, and local economic participation of 4.57.

Women-led platform capability produced the strongest simulated bivariate relationship with local economic participation, with $r = 0.724$. Digital market access was positively associated with participation at $r = 0.611$, platform trust and accessibility at $r = 0.587$, and local network activation at $r = 0.522$.

The pattern supports the proposed distinction between platform presence and platform capability. Simply operating digitally does not necessarily distribute participation locally. Platform capability contributes to the outcome when it enables market opportunities to be translated into usable economic relationships involving customers, producers, workers, suppliers, and service providers.

Table 2: Simulated Outcomes Across Women-Led Platform Maturity

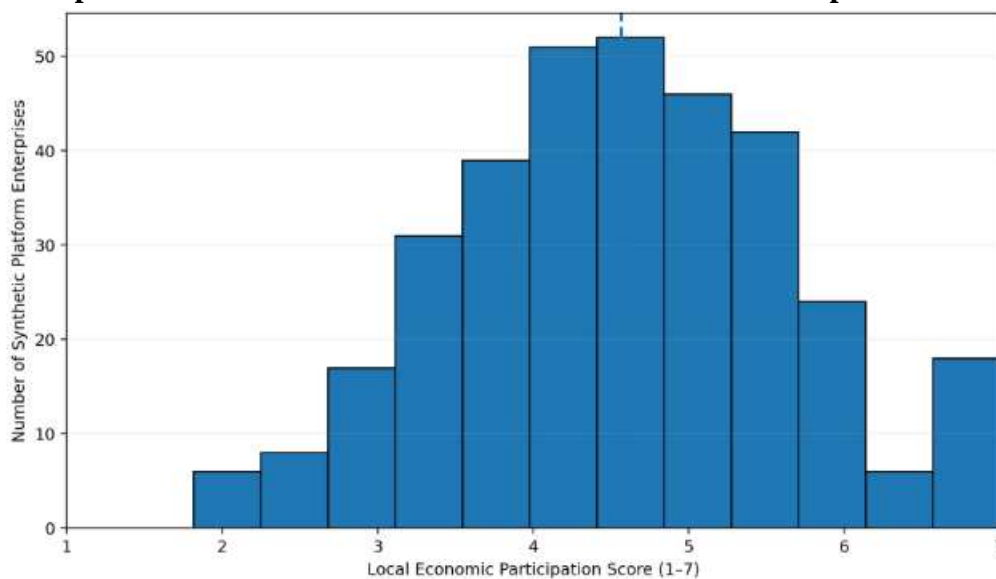
Platform Maturity	Synthetic Enterprises (n)	Mean Platform Capability	Mean Digital Market Access	Mean Local Network Activation	Mean Trust & Accessibility	Mean Local Economic Participation
Very Low	68	2.56	2.82	2.76	2.87	3.49
Low	68	3.55	3.42	3.26	3.47	4.11
Moderate	68	4.12	3.83	3.59	3.81	4.52
High	68	4.72	4.30	3.99	4.28	5.01
Very High	68	5.60	4.77	4.58	4.75	5.70

5.2 Platform Maturity and Local Economic Participation

The maturity-group comparison reveals a progressive relationship between women-led platform capability and local participation. Mean local economic participation increased from 3.49 for very-low-maturity profiles to 4.11 at low maturity, 4.52 at moderate maturity, 5.01 at high maturity, and 5.70 at very high maturity. The illustrative difference between the two extreme categories was therefore approximately 2.21 points on the seven-point scale.

The result is theoretically important because digital market access alone does not explain the entire progression. Local network activation and platform trust also increase across maturity levels.

Graph 1: Distribution of Simulated Local Economic Participation Scores



Interpretation: The histogram indicates substantial variation in local economic participation across the synthetic enterprise population. Most profiles cluster within the middle-to-upper range of the seven-point scale, while both weakly integrated and highly participatory platform configurations remain visible.

Key Finding: Platform enterprises differ considerably in their simulated local-participation outcomes, reinforcing the argument that digital entrepreneurship should not be assumed to generate the same economic inclusiveness across business models or local ecosystems.

5.3 Multivariate Assessment of Local Economic Participation

The multiple-regression model incorporated women-led platform capability, digital market access, local network activation, and platform trust and accessibility simultaneously.

The coefficients should not be interpreted as real causal estimates because their relationships were embedded within the data-generation procedure. Their analytical purpose is to demonstrate that the proposed constructs remain distinguishable. Future field research can therefore investigate whether platform enterprises contribute locally primarily through increased demand, stronger trust, network activation, or through the interaction among these mechanisms.

6. Discussion

6.1 Digital Market Access Can Expand Opportunity Without Automatically Creating Inclusion

The first major implication is that digital market expansion and economic inclusion should be treated as separate outcomes. Nambisan's digital-entrepreneurship perspective shows how digital technologies reduce conventional boundaries surrounding entrepreneurial processes, while the digital entrepreneurial ecosystem proposed by Sussan and Acs emphasizes the relationships among digital infrastructure, users, entrepreneurs, and marketplaces. These perspectives explain why women-led enterprises can potentially reach customers beyond the entrepreneur's immediate physical network.

The OECD's inclusive-entrepreneurship evidence nevertheless warns that the digital economy does not automatically remove gender-related entrepreneurship barriers. Digital skills, finance, networks, connectivity, and access to business support remain relevant. Consequently, an enterprise can possess theoretical access to a large digital market while lacking the marketing capability, capital, logistics, platform literacy, or social networks needed to convert that access into sustained commercial activity.

A useful policy and management distinction therefore exists between platform availability and platform usability. Inclusion-oriented initiatives should not measure success solely by the number of women entrepreneurs registered on digital platforms. More substantive indicators include active selling, repeat transactions, customer retention, revenue continuity, local supplier participation, and the percentage of platform-generated value that remains economically meaningful to participating enterprises.

6.2 Women-Led Platforms Can Function as Local Economic Coordinators

The second implication is that women-led platform enterprises can potentially produce effects beyond the founder's own firm when their business models coordinate local economic actors. Research on the

spatial determinants of female entrepreneurship in India shows that local economic structures, infrastructure, and related business activity matter for women's entrepreneurial participation. A platform can potentially reinforce these local structures by improving coordination and discoverability.

For example, a marketplace operated by a women-led enterprise may create demand for locally produced goods; a service platform may formalize customer access for independent workers; an aggregation business can give small producers a shared digital storefront; and a locally anchored platform can coordinate packaging, logistics, payment, customer service, and training that would be difficult for individual microenterprises to establish independently. The platform then functions partly as market infrastructure.

This interpretation broadens the usual measure of enterprise success. Revenue and profitability remain essential for the focal firm, but a locally embedded platform can also be assessed according to the number and diversity of actors gaining market access through its operation. Such a framework is particularly relevant for women-led enterprises because entrepreneurship research has repeatedly shown that the institutional and network environment affects access to resources and opportunity.

6.3 Trust, Accessibility, and Value Retention Determine the Quality of Participation

The third implication concerns the quality, rather than merely the quantity, of platform participation. Digital platforms can lower search and coordination costs, but they can also produce new dependencies. Sellers may become reliant on ranking algorithms, platform fees, changing terms, customer-rating systems, digital advertising, and payment intermediaries. A platform can therefore increase transaction volume while leaving participants with limited bargaining power or low retained value.

For a women-led platform enterprise seeking locally inclusive growth, trust architecture becomes strategically important. Participants need understandable platform rules, reliable payment processes, reasonable grievance mechanisms, clear commission arrangements, accessible interfaces, and confidence that digital participation will not expose them to disproportionate commercial risk. This requirement is consistent with digital-entrepreneurship research emphasizing the importance of infrastructure governance and user participation within the digital entrepreneurial ecosystem.

Accessibility also requires recognizing heterogeneous participant capabilities. The OECD's 2019 analysis highlights continuing gender gaps in digital skills and recommends entrepreneurship training, peer learning, stronger networks, and improved access to clients, partners, suppliers, and finance. Women-led platforms oriented toward local participation may therefore need assisted onboarding, multilingual interfaces, low-bandwidth functionality, transparent pricing, digital-skills support, flexible seller processes, or human support alongside automated systems. The strongest platform is not necessarily the one with the greatest technological complexity; it is the one that converts technology into usable economic agency for the people expected to participate.

7. Conclusion

Women-led platform enterprises represent an important intersection among women's entrepreneurship, digital-market development, and local economic participation. Digital platforms can allow entrepreneurial activity to cross conventional spatial and organizational boundaries, yet platform access alone cannot overcome structural inequalities in skills, finance, networks, infrastructure, household



responsibilities, or institutional legitimacy. The relevant strategic question is therefore not whether women entrepreneurs use digital technology, but whether they can use it to construct sustainable market relationships and extend those opportunities to locally connected economic actors.

The simulation-based analysis provides an internally coherent illustration of this proposition. Women-led platform capability displayed a strong positive simulated relationship with local economic participation, while digital market access, local network activation, and platform trust and accessibility also contributed positively. Local participation increased progressively from very-low to very-high platform-maturity groups. These numerical results are synthetic and should not be presented as outcomes observed among real women entrepreneurs or communities.

The theoretical contribution of the paper lies in connecting gender-aware entrepreneurship research with digital-entrepreneurship and platform-ecosystem perspectives. This integration shifts attention away from an overly narrow image of a woman entrepreneur using digital tools for her own firm and toward a broader question of platform-mediated economic coordination. A women-led enterprise can become locally consequential when it connects previously fragmented producers, service providers, suppliers, workers, and consumers and creates mechanisms through which those actors can participate repeatedly in market exchange.

Future empirical research should validate the framework using transactional platform data, women-entrepreneur surveys, seller interviews, local supply-chain mapping, and longitudinal measures of participant income and enterprise continuity. Studies should distinguish platform registration from active economic participation and examine whether increased sales translate into greater retained income, employment, supplier activity, or business formalization. Researchers should also investigate platform fees, algorithmic visibility, digital safety, finance, household constraints, rural connectivity, and differences among commerce, service, creator, agricultural, and community-market platforms. The most meaningful test of a women-led platform enterprise is ultimately not whether technology increases the number of transactions alone, but whether its architecture widens the set of people who can participate in economic exchange on sustainable and credible terms.

References

1. Suseno, Y., & Abbott, L. (2021). Women entrepreneurs' digital social innovation: Linking gender, entrepreneurship, social innovation and information systems. *Information Systems Journal*, 31(5), 717–744. <https://doi.org/10.1111/isj.12327>
2. Kamberidou, I. (2020). “Distinguished” women entrepreneurs in the digital economy and the multitasking whirlpool. *Journal of Innovation and Entrepreneurship*, 9, 3. <https://doi.org/10.1186/s13731-020-0114-y>
3. Luo, Y., & Chan, R. C. K. (2021). Gendered digital entrepreneurship in gendered coworking spaces: Evidence from Shenzhen, China. *Cities*, 119, 103411. <https://doi.org/10.1016/j.cities.2021.103411>
4. McAdam, M., Crowley, C., & Harrison, R. T. (2020). Digital girl: Cyberfeminism and the emancipatory potential of digital entrepreneurship in emerging economies. *Small Business Economics*, 55, 349–362.



5. Rosca, E., Agarwal, N., & Brem, A. (2020). Women entrepreneurs as agents of change: A comparative analysis of social entrepreneurship processes in emerging markets. *Technological Forecasting and Social Change*, 157, 120067. <https://doi.org/10.1016/j.techfore.2020.120067>
6. Ughetto, E., Rossi, M., Audretsch, D., & Lehmann, E. E. (2020). Female entrepreneurship in the digital era. *Small Business Economics*, 55, 305–312.
7. Kumar, N., & Sinha, P. (2021). Digital entrepreneurship and women's economic empowerment in emerging economies. *Journal of Entrepreneurship and Innovation in Emerging Economies*.
8. Kelley, D. J., Brush, C. G., Greene, P. G., & Litovsky, Y. (2013). *Global Entrepreneurship Monitor 2012 Women's Report*. Global Entrepreneurship Research Association.
9. Jennings, J. E., & Brush, C. G. (2013). Research on women entrepreneurs: Challenges to (and from) the broader entrepreneurship literature. *Academy of Management Annals*, 7(1), 663–715.
10. Brush, C. G., de Bruin, A., & Welter, F. (2009). A gender-aware framework for women's entrepreneurship. *International Journal of Gender and Entrepreneurship*, 1(1), 8–24.
11. Ahl, H., & Marlow, S. (2012). Exploring the dynamics of gender, feminism and entrepreneurship. *Organization*, 19(5), 543–562.
12. Poggesi, S., Mari, M., & De Vita, L. (2016). What's new in female entrepreneurship research? Answers from the literature. *International Entrepreneurship and Management Journal*, 12, 735–764.
13. Jaim, J. (2021). Women's entrepreneurship in developing countries from a family perspective: Past and future. *Global Business and Organizational Excellence*, 41(1), 31–45. <https://doi.org/10.1002/joe.22142>
14. Hechavarría, D. M., Bullough, A., Brush, C., & Edelman, L. F. (2019). High-growth women's entrepreneurship: Fueling social and economic development. *Journal of Small Business Management*, 57(1), 5–13.
15. Tabuga, A. D., & Cabaero, C. (2021). Gender perspectives in e-livelihood and e-entrepreneurship. *Philippine Institute for Development Studies Policy Notes*, 2021-09.
16. Sussan, F., & Acs, Z. J. (2017). The digital entrepreneurial ecosystem. *Small Business Economics*, 49, 55–73.
17. Nambisan, S. (2017). Digital entrepreneurship: Toward a digital technology perspective of entrepreneurship. *Entrepreneurship Theory and Practice*, 41(6), 1029–1055.
18. Dy, A. M., Marlow, S., & Martin, L. (2017). A web of opportunity or the same old story? Women digital entrepreneurs and intersectionality theory. *Human Relations*, 70(3), 286–311.
19. Kuhn, K. M., & Maleki, A. (2017). Micro-entrepreneurs, dependent contractors, and instaserfs: Understanding online platform workforces. *Academy of Management Perspectives*, 31(3), 183–200.
20. Kabeer, N. (2005). Gender equality and women's empowerment: A critical analysis of the third Millennium Development Goal. *Gender & Development*, 13(1), 13–24.