

WOMAN ENTREPRENEURIAL ORIENTATION BASED ON SYNTHETIC SCOPING REVIEW

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Abstract: The research uses the synthetic scoping review method to reveal a state-of-the-art entrepreneurial orientation study in social entrepreneurship context. This research was carried out in a mixed method approach with three stages: a systematic review and scoping review as a qualitative approach and bibliometric mapping with co-occurrence analysis as a quantitative approach. The results of a systematic review show that a social entrepreneurial orientation has been initiated since 1906. In Spain and the United States, quantitative research dominates. The scoping review results reveal seven dimensions of entrepreneurial orientation typical in the social entrepreneurship context. Furthermore, the results of the co-occurrence analysis raise five major themes, namely 1) women entrepreneurial orientation and women empowerment, 2) the dimension of women entrepreneurial and get new dimensions are women flexibility and women ethics, 3) women entrepreneurial orientation and intangible resources, 4) women entrepreneurial orientation and family to work conflict, 5) business performance.

Keywords: women empowerment, dimension of women entrepreneurial orientation, intangible resources, family to work conflict, business performance

Abstrak: Tujuan penelitian dengan metode synthetic scoping review disini adalah mengungkap kondisi terkini (state-of-the-art) kajian orientasi entrepreneurial dalam konteks entrepreneurship perempuan. Penelitian dilakukan dengan pendekatan mixed method dalam tiga tahap, yaitu systematic review dan scoping review sebagai pendekatan kualitatif dan bibliometric mapping dengan analisis co-occurrence sebagai pendekatan kuantitatif. Hasil systematic review menunjukkan bahwa orientasi entrepreneurial perempuan telah digagas sejak tahun 1906. Spain dan United states penelitian kuantitatif mendominasi. Hasil scoping review memunculkan lima dimensi orientasi entrepreneurial yang khas dalam konteks entrepreneurship perempuan. Selanjutnya, hasil analisis co-occurrence memunculkan lima tema besar, yaitu 1) Orientasi entrepreneurial perempuan dan Pemberdayaan Perempuan, 2) Dimensi pada Orientasi entrepreneurial perempuan dalam hal ini, peneliti mendapatkan temuan baru yaitu terdapat dimensi Women flexibility dan Women ethic, 3) Orientasi entrepreneurial perempuan dan sumber daya intajible pada aktivitas entrepreneurial perempuan, 4) Orientasi entrepreneurial perempuan dan family to work conflict dan 5) Orientasi entrepreneurial perempuan dan kinerja bisnis.

Kata kunci: pemberdayaan perempuan, dimensi orientasi entepreneurial perempuan, sumber daya intajible, family to work conflict, kinerja bisnis

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INTRODUCTION

Entrepreneurship studies have overgrown over the last two decades amidst various crises and social dynamics at the local, national and global levels. The author's observations on the Scopus scientific publication database on November 3, 2022, show that 112,394 identified scientific publication documents exist. (Figure 1) also shows that documents have been recorded since 1906. However, since 2002 the number of publications has continued to increase above 1,000 publications per year, 1,050 documents to be precise. The peak of the highest number of scientific publications was recorded in 2021, with as many as 10,492 documents.

Entrepreneurship studies also develop contextually and textually. These developments were identified from contextual entrepreneurship studies such as: entrepreneurship in the context of the military or military entrepreneurship (for example van Steenberg & Termonia, 2022), entrepreneurship in the arts or art entrepreneurship (for example Callander & Cummings, 2021) entrepreneurship in the context of state or state entrepreneurship (for example Jacobsen, 2020) And entrepreneurship in the field of agriculture or farm entrepreneurship (for example Alvarez et al, 2021). This development has had an impact on the development of specific texts in the field of study of entrepreneurship. For example, Purnomo (2021) found that there were 91 formations of the word *entrepren* + suffixes.

One of the interesting contextual studies on entrepreneurship is women's entrepreneurship. In terms, the main character of the study in English is known by

at least six terms, namely women entrepreneur (Kelly and McAdam, 2022), female entrepreneur (Huang and Li, 2022), feminist entrepreneur (Orser and Leck, 2010), femInc.ism entrepreneur (Ahl et al., 2016) and entrepreneurship (Purnomo, 2021). Furthermore, based on the author's observations in the Scopus database on the same date, it shows that there are 3,805 identified scientific publication documents. If it is presented as a percentage of the total documents that examine entrepreneurship, it is only around 3.38%. In general, documents have been recorded since 1982. In terms of time, this study only penetrated 100 published documents in 2011, 106 documents to be exact. This indicates that the study of women's entrepreneurship has only received attention from academics and practitioners in the last decade. 108 documents examining entrepreneurial orientation and women were identified (Figure 2) and were first identified in 1998.

Today, women are seen as equal in various sectors that were previously dominated by men. According to Thareja & Kumar (2014), women nowadays can do jobs that are usually done by men. Knowledge and skills can be learned and practiced so that women can too, because doing work that is usually done by men or is no longer synonymous with: "We Can't do Label." Meanwhile, according to traditional terms in Indonesia, women are no longer synonymous with the 3-ur label: well-kitchen- bed. In the field of women's entrepreneurship studies, De Clercq et al. (2022), Cherotich et al. (2022), and Anglin et al. (2022), found that the determinant of women's empowerment is women's entrepreneurial orientation (women entrepreneurial orientation). Based on this, the authors then made initial observations on the Scopus database.

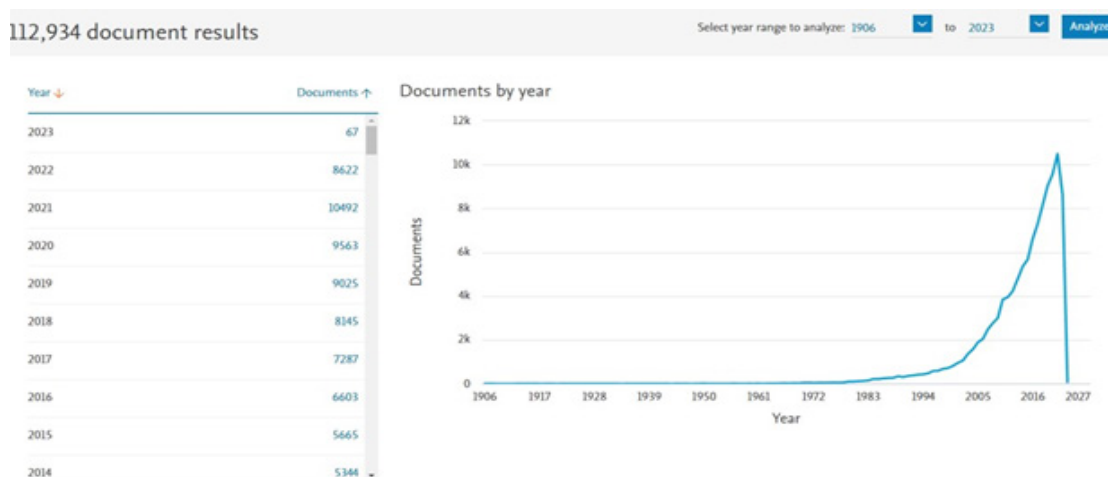


Figure 1. Trends in Scientific Publications on entrepreneurship in the Scopus database, The search was performed with the search string TITLE-ABS-KEY (*entrepren**) on November 3, 2022 (scopus.com)

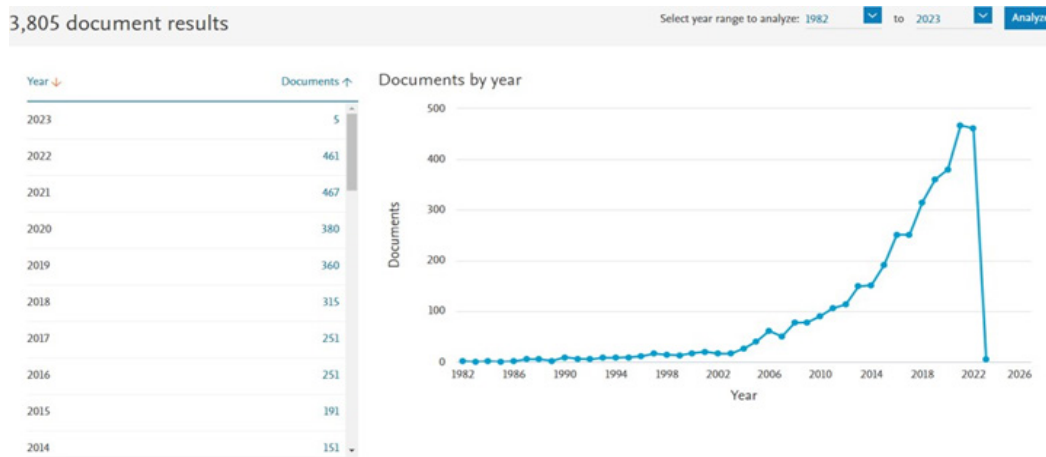


Figure 2. Trends in Scientific Publications on women entrepreneurs in the Scopus database, The search was performed with the search string TITLE-ABS-KEY ("wom?n* entrepre*" OR "female* entrepre*" OR "femin* entrepre*" OR entrepeneuse*) on November 3, 2022 (scopus.com)

The results of the author’s initial observations in general show that there are only eight documents that specifically use the special term women’s entrepreneurial orientation (Figure 3) and the initial identification was in 2016. Such as in the research of (Anggadwita, 2021; de Clercq et al., 2022a, 2022b; L. , Mozumdar, 2019; L. Mozumdar, 2022; Rashid, 2020; Riberio, 2021; Wut, 2021).

Meanwhile, documents examining entrepreneurial orientation and women identified as many as 108 (Figure 4) and early identified in 1998. Based on the background above, this study seeks to conduct a systematic review using the scoping review method. It is hoped that with this research, the results can stimulate academics and practitioners to exploit studies on ‘female entrepreneurial orientation’ as well as ‘entrepreneurial orientation and women.

METHODS

This research uses the synthetic scoping review research method (Kokol, 2018). Synthetic scoping review is a mixed research method combining qualitative (systematic and scoping review) and quantitative (bibliometric analysis with co-occurrence analysis methods). The co-occurrence analysis was chosen because the authors intend to carry out a thematic analysis to identify emerging themes in recent female entrepreneurial orientation research. According to Braun & Clarke (2006) thematic analysis is “a tool commonly used for identifying, analyzing, and reporting patterns (themes) within the data”. The

steps for the synthetic scoping review research method referring to Kokol et al, (2018) are carried out as follows:

The stage of identifying research questions

1. What is the descriptive map of entrepreneurial orientation scientific publications for women in the context of non-profit organizations?
2. What are the dimensions involved in the entrepreneurial orientation variable for women in non-profit organizations?
3. What are the themes that emerge in research on entrepreneurial orientation of women in non-profit organizations?

The stage of systematically searching for relevant publications

At this stage a systematic review is carried out. This method is seen as a library research method with a strict, transparent, and replicable protocol based on a reliable database (Linde & Willich, 2003; Wolfswinkel et al., 2013). In the first stage, formulate a search string. Search String Execution was conducted on November 3, 2022 at <https://www.scopus.com> in the title, abstract and keywords section. Scopus was chosen because it is a database of internationally recognized scientific publications. The search area in the abstract, title, and keywords is considered as a section in which a repository of words and terms can be identified by search engines to capture the desired document. The total search results obtained 89 potentially relevant documents (Table 1).

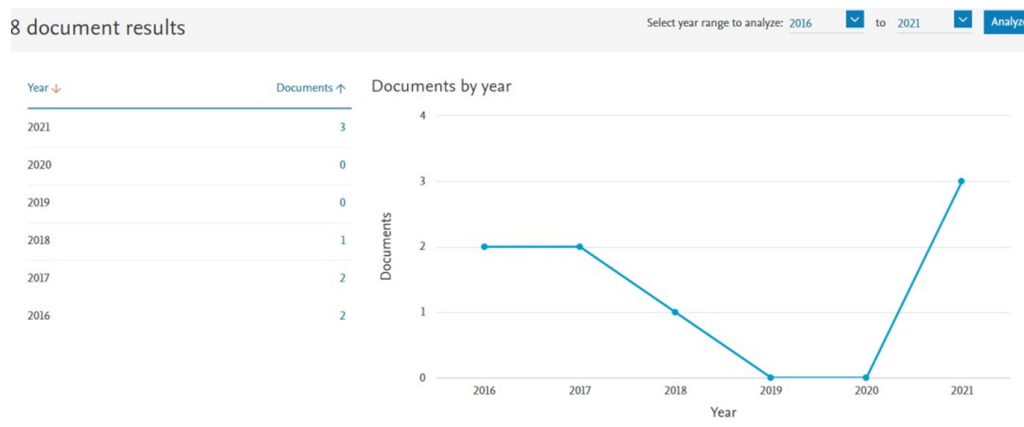


Figure 3. Trends in Scientific Publications on women's entrepreneurial orientation in the Scopus database, The search was performed with the search string TITLE-ABS-KEY ("wom?n* entrepre* orientation" OR "female* entrepre* orientation") on November 3, 2022 (scopus.com)

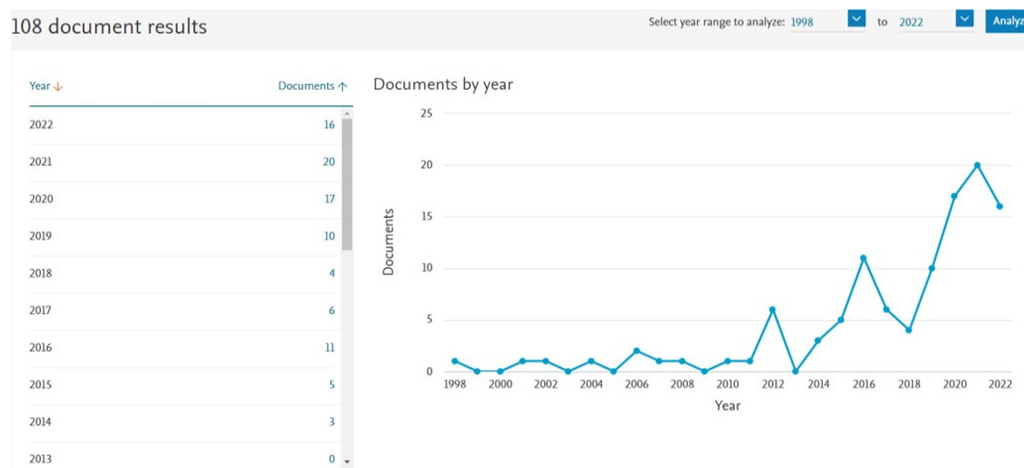


Figure 4. Trends in Scientific Publications on entrepreneurial orientation and women in the Scopus database, The search was performed with the search string TITLE-ABS-KEY ("entrepre* orientation" AND (wom?n* OR female*)) on November 3, 2022 (scopus.com)

Table 1. Formulation of Search String

Search Keyword	Review
"entrepreneurial orientation"	Main search keyword Includes all forms of the word entrepren+suffix.
(wom?n* OR female*)	Additional keywords to capture the entrepreneurial context for women.
The Final Search String is formulated as follows: TITLE-ABS-KEY ("entrepreneurial orientation" AND (wom?n* OR female*)) AND (LIMIT- TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT- TO (SRCTYPE , "j"))	

The next step is to determine the inclusion and exclusion criteria. establish inclusion and exclusion criteria. This stage was conducted to screen the documents involved in the study are presented in (Table 2) Considering the trend of research is in its early growing phase, The authors did not limit the publication time of document. There were 89 articles obtained from Scopus.com data, then after determining articles that were relevant to the focus of the research, 38 articles were filtered.

Stage of mapping document meta data

This stage is the synthesis stage on metadata that meets the inclusion criteria. First, the publication metadata is analyzed in general with a systematic review analysis, namely a description of the annual dynamics of scientific work production, identifying countries, which are the most productive in studying OE in

women. Furthermore, a scoping review analysis was carried out to identify the dimensions involved in the OE variable in women. The third stage, bibliometric analysis was carried out using the VOSviewer software version 1.6.18, released on January 24, 2022. Shown in (Table 3) is the number of keywords obtained from the author, index, and title of the article.

VOSviewer downloaded at <https://www.vosviewer.com> has been used to create bibliometric maps or science landscapes in various studies (Eck & Waltman, 2014). The chosen Bibliometric analysis is co-occurrence analysis. This analysis is one of the quantitative analysis methods in thematic analysis to obtain highlights of the current condition of the themes that appear in a study (Kokol et al., 2018). Description of parameters applied in co-occurrence analysis on VOSviewer software (Table 4).

Shown in Figure 5 are the stages of processing and sorting data for research. Checking is done before the data is processed Keyword. There is an intervention Write metadata permanently with Excel.csv. Sequences are placed with statements as Consequences:

1. Manage keyword data writing. VOSviewer recognizes various types of information with the

same keywords but written so that data duplication occurs. Therefore before processing control Consistency of data writer for each unit of word is required key. For example, the arrangement of keywords: “entrepreneurial orientation” AND (female OR wom*n)

2. Various other similar terms, for example: “entrepreneurial orientation” AND (female OR wom?n)
3. Eliminating country names, region names, place names, general and special terms Research methods that have nothing to do with the subject for research purposes, but they are often found continue to appear. This is done to minimize the occurrence of bias in cluster analysis and the meaning of groups of keyword items. For example, India, Bangladesh, survey, and others.
4. Disciplining abbreviations into abbreviations. For example, OE becomes “entrepreneurial orientation”, SMEs becomes “small and medium enterprises”.
5. Terms written by the article’s author or plural index keywords are converted to singular in order to achieve conceptual consistency. For example, “entrepreneurs” becomes “entrepreneur”, “countries” becomes “country”.

Table 2. Inclusion Criteria

Inclusion Criteria	Filtered Documents
English articles	89 documents
Articles in the document type of scientific journals and conferences that have been reviewed	89 documents
Checking titles and abstracts relevant to the study of entrepreneurial orientation in women with clear indications in the articles:	38 documents
- Assessing entrepreneurial orientation	
- Relevant to EOW	
- Entrepreneurial activity on a non-profit basis	
- Stating social issues, social problems, or social impacts	
- Priority on social mission	
- Leveraging business activities to achieve social impact	
- If profit-oriented, profits are reinvested in the organization/community to achieve social goals	

Table 3. Keyword arrangement in co-occurrence analysis

Keyword issuing area	Before Keywords Disciplined	After Keywords Disciplined	Keywords From Title
Author's keywords	74 keywords	98 keywords	-
Index keywords	197 keywords	331 keywords	-
Title keywords	-	-	104 keywords
The combined keywords of author and index	271 keywords	429 keywords	-
The combined keywords of author, index and title (Total Units of Analysis)	-	-	533 keywords

Table 4. Parameters in co-occurrence analysis

Explanation	Decision	Output
Calculation method	Full counting method	57 keywords
Keyword verification	57 keywords verified and selected	57 keywords
Analysis	- Minimum cluster size: 1	5 cluster
	- Link	555
	- Total link strength	992

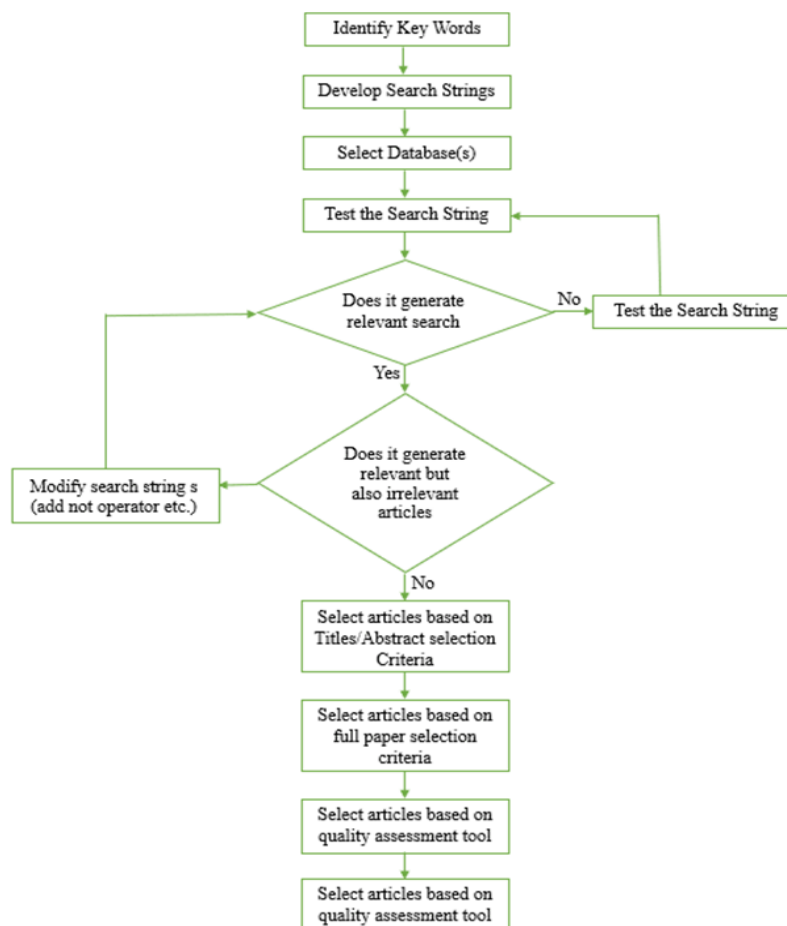


Figure 5. Literature search process

RESULTS

Figure 6, shows that since 2019 there has been an increasing trend of publications. Even in mid-2021, the number of publications almost equaled the publication productivity in 2020. This condition is consistent with initial observations where the increase in publication trends in 2019 and 2020 is indicated as the impact of post-OE variables on women quite well conceptualized by Kraus et al. (2017) and Dwivedi & Weerawardena (2018).

Furthermore, based on the distribution of each region and country, authors of OE publications on women from Spain and the United States dominate the total OE scientific publications on women. The dominance of publications also indicates a high level of cooperation in the production of scientific publications between countries controlled by Spain and the United States. However, on a country-by-country basis, Spain and the United States proved to be the most productive in research on women's innate development and actively collaborated to produce scientific publications in the field of OE in women. The following is trend map of scientific publications by country (Figure 7).

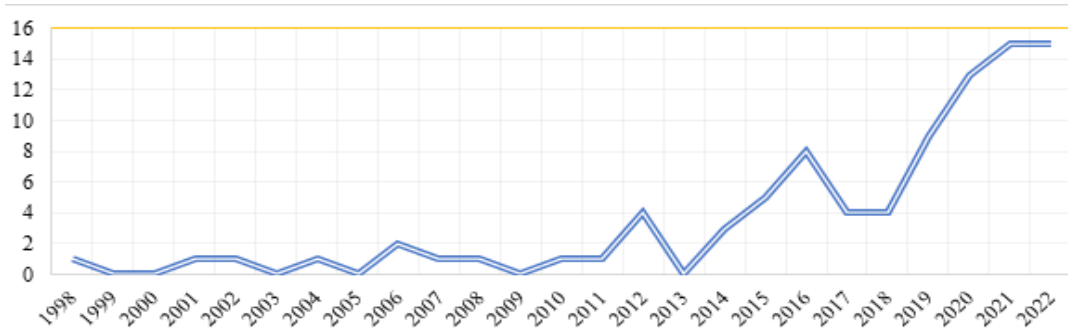


Figure 6. Trend number of scientific publications by year

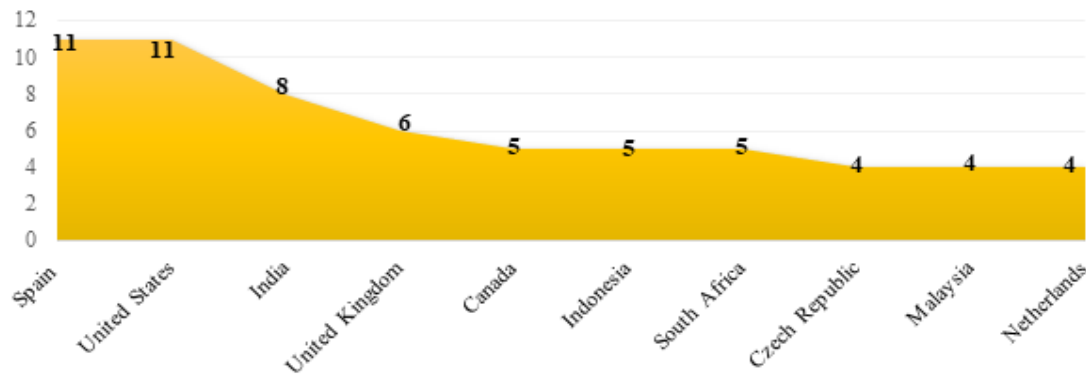


Figure 7. Trend map of scientific publications by country

Women’s Entrepreneurial Orientation and Women’s Empowerment

OEP is defined as a process by which women or a group of women take the initiative to establish and operate a business. Empowerment is an iterative process with key components including an enabling environment that encourages people’s participation in decision-making that affects the achievement of goals such as poverty alleviation, social integration and decent work for all as well as sustainable development (e.g. Street, 2022).

Dimensions on Women’s Entrepreneurial Orientation

In addition, for a more holistic understanding, in this section the authors conducted an exploratory review to compile and summarize the OEP dimensions as follows:

1. Women Inovativeness

Innovation cannot be considered in isolation, it is influenced by the firm’s resources financial or non-financial resources, some studies emphasize that firms with financial that experience financial constraints will inhibit the pursuit of innovation

(e.g. Ali, 2014). The concept of innovation is described as the willingness to support creativity and experimentation in introducing new products/ services. It is also described as using novelty, technological leadership, and research development in developing new processes (e.g. Johari, 2021).

2. Women Proactiveness

Proactivity is pursuing opportunities and competitive rivalry in anticipation of future demand by introducing new products or services to make changes and shape the business environment (e.g. Johari, 2021). Being proactive means taking responsibility and ensuring everything is done Entrepreneurship produces successful outcomes and also involves urgency and flexibility and a willingness to take responsibility for failure (e.g. Ali, 2014).

3. Women Risk-Taking

Discussions about what level of risk is most appropriate and what can affect the company’s revenue-related activities. Some argue that increasing risky behavior beyond a certain level can be harmful others think that conditional rather than conditional direct relationships usually lead to more accurate descriptions of services. However,

in general, the benefits of risk-taking to business performance have been proven how these can best be used requires further explanation. Key performance indicators are critical for entrepreneurship and small businesses as they help them determine the success or failure of the enterprise and also serve as indicators for the sustainable development of increased entrepreneurship and business activity. Accurate performance measurement is critical to understanding new projects and the success and failure of small businesses. But in general, the concept of good performance is difficult to operate in the research field, especially entrepreneurship and small business. Risk-taking is defined as the tendency to take bold actions (e.g. Johari, 2021).

4. Women Flexibility

Findings reveal that women who choose to join rural family firms view them primarily positively and see this choice as aligned with their needs for professional flexibility and assertiveness, rewarding relationships, and a calm, secure, and balanced life (e.g. Nulleshi, 2022). Theoretically, this research implies that women who choose to engage in rural family enterprises seek non-material benefits, such as work-life balance and social support, and may be driven in part by a sense of psychological belonging that extends to rural communities. Theoretically, this study examines women who choose to engage in rural family enterprises seeking non-material benefits, such as work-life balance and social support, and may be driven in part by a sense of psychological belonging that extends to rural communities (Nulleshi, 2022). These findings provide new insights into women as active agents in living their lives and the intrinsic (e.g. alignment of personal values) and extrinsic (e.g. community support) motives that inform their decisions. The study also raises questions regarding how women perceive themselves as “fitting in” to rural settings and the extent to which the sense of security in these settings described by women may depend on factors such as their family’s involvement in the community as well as their conformity to local social norms.

5. Women Ethics

The factors that influence women’s entrepreneurship vary depending on the circumstances and dynamic nature of their complex and interconnected lives—in other words, cultural influences. Culture has been defined as “the values, beliefs, norms, and behavioral patterns of a national group and has been

conceptualized as levels that range from deeply embedded, unconscious, basic assumptions that define the essence of a particular culture, to external manifestations that are tangible and overt and can be seen and felt by outsiders. The middle layer that falls within these two extremes are the beliefs, values, norms and rules of behavior that dictate the basic principles by which members of a society operate (e.g. Bullough, 2022). The top-down, bottom-up reciprocal nature of culture makes it a dynamic rather than static force, where lower levels of culture are nested in higher levels, and changes at any level can affect the others. However, because the basic assumptions that guide behavior are shared, cultures are strong because they reinforce each other. Unless they are challenged or debated, it is almost impossible to change the culture without high levels of anxiety among constituents yet this is exactly what it takes for women to violate the expected behavioral norms for their gender. External influences, such as programs, policies and practices designed to encourage women’s entrepreneurship, can offer a scenario where seemingly opposing sets of assumptions can find common ground. Culture in the ecosystem can be viewed as “the rich complex meanings, beliefs, practices, symbols, norms, and values that prevail among people in a society” and as “the basic value system that is unique to a particular group or society.”

Women’s Entrepreneurial Orientation and Intangible Resources

Specifically, the findings focus on three intangible resources: social capital, human capital and reputational capital. The study found that, social, human and reputational capital all contribute significantly to women’s business growth. Research also shows a positive and significant influence of social capital, reputational capital and human capital on business growth (e.g. Sallah, 2020).

Women Entrepreneurs’ Orientation and Family to Work Conflicts

This study’s focus on women entrepreneurs, and in particular the extent to which their business performance may suffer due to experiences of family to work conflict, reflects the difficulties that these entrepreneurs may face as they attempt to balance the

demands of work and family. Recent research suggests that many women entrepreneurs are highly skilled and driven to successfully handle the negative interference of work with family (e.g. De Clercq, 2022).

Women’s Entrepreneurial Orientation and Business Performance

This research suggests that female technology entrepreneurs need high levels of emotional and instrumental support to achieve high levels of entrepreneurial performance in the absence of instrumental support at home. In contrast, male tech entrepreneurs can achieve high levels when there is little emotional and instrumental support for the firm (e.g. Neneh, 2022).

State of The Art in A Scientific Publications

Total Link Strength (TLS) is the cumulative strength of keyword links with other keywords. In (Table 5), keywords with higher TLS values indicate that the keyword has more tendency to co-occur compared to keywords with lower TLS values. Topic similarity and relative strength are represented by the distance between two keywords as shown in (Figure 8) Based on the cluster analysis, thematic analysis is performed in Figure 8a. The result is that there are five groups of current themes of OE scientific publications in the women context. Circles with the same color color form one cluster indicating topic similarity.

Table 5. Theme Groups with the highest Occ and TLS values in Cluster

Keyword Items	Occ.	TLS	Article Example (Author, Year)
entrepreneurial orientation	34	211	Women entrepreneurial orientation and strategic decision responsiveness (Rashid, 2020)
women entrepreneur	25	152	Women entrepreneurial orientation, motivation, and organizational performance (Adams, 2017)
women innovativeness	16	114	Women entrepreneurial orientation and technology adaption (Chatterjee, 2020)
women proactiveness	8	81	Women entrepreneurial orientation, intentions, and demograpich profiles (Mandongwe, 2020)
Performance	10	71	Women entrepreneurial orientation and agribusiness performance (Dossou, 2021)
women risk-taking	7	71	Women entreprneurial orientation, performance, and the moderating role of institutional of capital (Kungwansupaphan, 2019)
women business ownership	8	64	Towards understanding women entrepreneurship (Hattab, 2012)
women-owned business	11	62	Strategic capabilities and performance in women-owned businesses (Rodríguez, 2014)
women entrepreneurship	9	54	Unveiling the crucial factors of women entrepreneurship in the 21st century (Ingalagi, 2021)
small and medium enterprise	7	48	Women entrepreneurial intentions and social empowerment (Anggadwita, 2021)
Family	5	35	Women microentrepreneurs in the host family sector: Key motivations and socio-economic variables (Lynch, 1998)
Capital	4	31	Internal and External Factors on Women’s Entrepreneurship Performance in The State of Kuwait (Bugawa, 2019)
rural women	3	27	The effect of social capital on rural women's entrepreneurial orientation (Saadi, 2016)

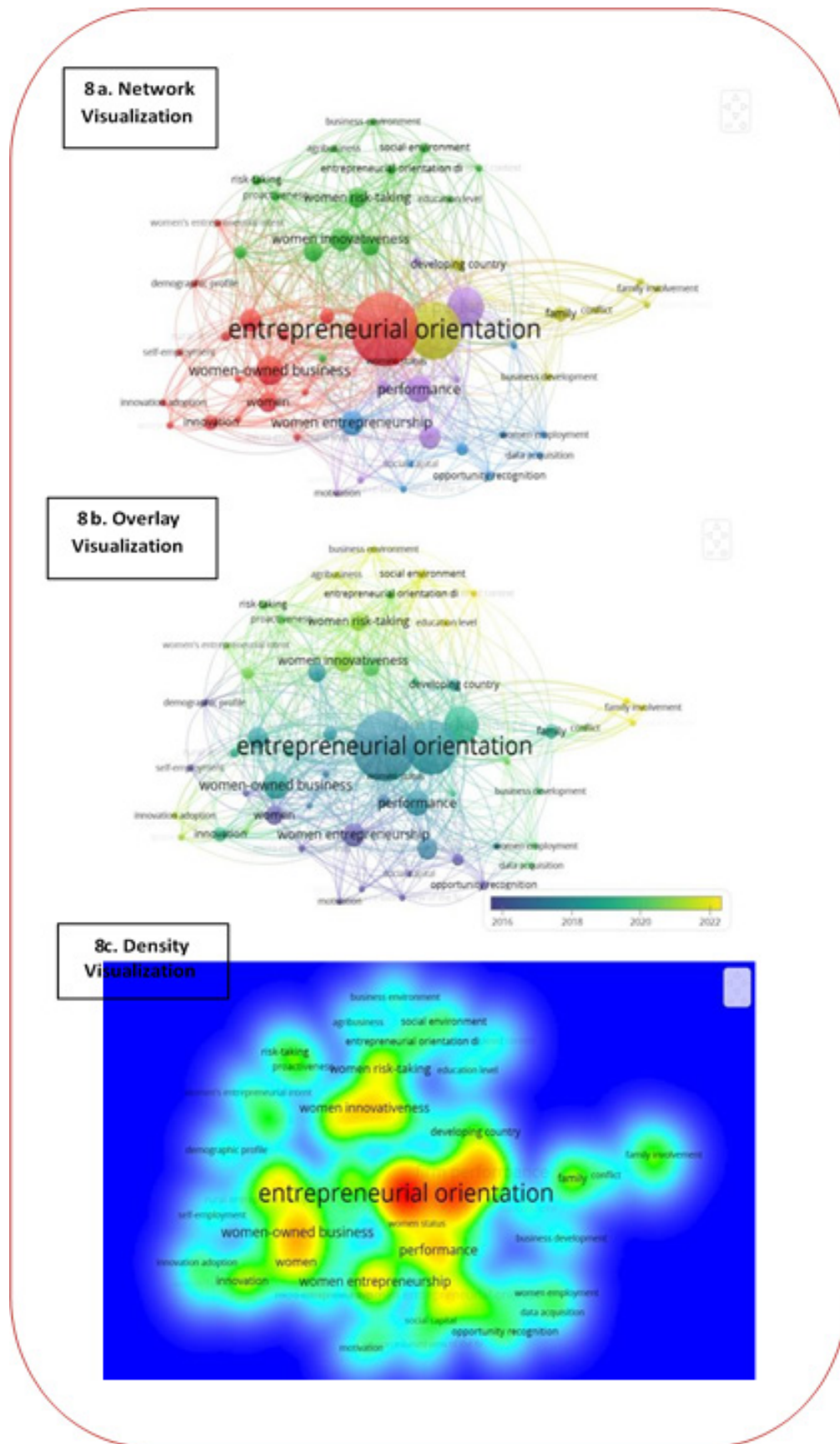


Figure 8. Visualization of co-occurrence decomposition output (VOSviewer Output)

Managerial Implications

A scoping review is used to identify in-depth and comprehensive literature obtained through various sources with various research methods and has a relationship with the research topic. This study has theoretical implications for the dimensions of women's entrepreneurial, where there are five dimensions of women's entrepreneurial orientation: women innovativeness, women proactiveness, women risk-taking, women flexibility, women ethics. of the five dimensions, researchers found two unique dimensions to women: flexibility and ethics.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The latest developments in OEP studies, although still new, have not been widely studied by intellectuals. It is indicated by the small amount of research, namely only around 3.6% as of November 14, 2022. The typical OE dimensions in EP are Women Innovativeness, Women Proactiveness, Women Risk-Taking. Furthermore, the current condition of OEP includes five major themes, namely 1) Women's entrepreneurial orientation and Women's Empowerment, 2) Dimensions of women's entrepreneurial orientation; in this case, researchers found new findings, namely that there are dimensions of Women flexibility and Women ethics (Mozumdar et al. 2022), 3) Entrepreneurial orientation towards women and intangible resources in women's entrepreneurial activities, 4) Women's entrepreneurial orientation and family to work conflict and 5) Women's entrepreneurial orientation and business performance in the knowledge spillover theory of entrepreneurship. The results of this synthetic scoping review show that using entrepreneurial resources does not rely only on tangible, classical resources. Womenpreneurship at the individual and organizational levels is strategically dominant in creating OEP value based on intangible resources. OEP is an intangible resource for forming personal capabilities and a source for forming organizational capabilities. Together with knowledge resources, enhance entrepreneurial activities and products for womenpreneurs.

Recommendations

This study recommends further research on OEP dimensions examined in one-dimensional or multi-dimensional formats. For example, in the structural equation model, the OEP found in this study gives researchers the freedom to design with a formative model or a reflective model according to the needs and context of the research. The scope of this research is expected to serve as literature for future researchers.

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