




IS IT A MAN'S WORLD? A BIBLIOMETRIC ANALYSIS OF WOMEN'S ENTREPRENEURSHIP LITERATURE FROM A GENDER PERSPECTIVE

BU DÜNYA ERKEKLERİN Mİ? KADIN GİRİŞİMCİLİĞİ LİTERATÜRÜNÜN TOPLUMSAL CİNSİYET AÇISINDAN BİBLİYOMETRİK ANALİZİ

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Abstract

Although men still spring to mind when entrepreneurship is mentioned, given that women have been highly successful as entrepreneurs, breaking through glass ceilings and having a solid presence in entrepreneurship, it is crucial to uncover how entrepreneurship studies have evolved from a gender perspective. Therefore, this study aims to determine the extent of academic interest in women's entrepreneurship and what subtopics are included in related studies. To this end, bibliometric analysis methods were used to evaluate articles published in the field of business and management over the past decade. Included in the analysis were 305 articles published in English in the Social Science Citation Indexed Journals on the Web of Science database and originating from the United States, the United Kingdom, Canada, and Australia, the four countries that contribute most to women's entrepreneurship. While most authors contributing to women's entrepreneurship literature are from institutions in the United States, Australian authors are the most collaborative scholars internationally. Moreover, while the literature on women's entrepreneurship was viewed directly from a gender perspective at the beginning of the last decade, it is apparent that subtopics

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such as risk, entrepreneurial identity, discrimination, and entrepreneurial intention have come into focus over time.

Keywords: Bibliometric analysis, women's entrepreneurship, women entrepreneurs, gender

JEL Classification: L26, M13

Öz

Girişimcilik denilince akla hala erkekler gelse de kadınların girişimci olarak son derece başarılı oldukları, cam tavanları aştıkları ve girişimcilikte sağlam bir yere sahip oldukları göz önüne alındığında, girişimcilik çalışmalarının toplumsal cinsiyet perspektifinden nasıl geliştiğini ortaya çıkarmak elzem hale gelmektedir. Bu nedenle mevcut çalışma, kadın girişimciliğine yönelik akademik ilginin boyutunu ve ilgili çalışmalarda hangi alt konuların yer aldığını belirlemeyi amaçlamaktadır. Bu amaçla, son on yılda işletme ve yönetim alanında yayımlanan makaleleri değerlendirmek için bibliyometrik analiz yöntemleri kullanılmıştır. Analize, kadın girişimciliğine en çok katkıda bulunan dört ülke olan Amerika Birleşik Devletleri, Birleşik Krallık, Kanada ve Avustralya'dan gelen ve Web of Science veri tabanında, Social Science Citation Index dizininde taranan ve İngilizce olarak yayımlanan 305 makale dahil edilmiştir. Kadın girişimciliği literatürüne katkıda bulunan yazarların çoğu Amerika Birleşik Devletleri'ndeki kurumlardan olsa da Avustralyalı yazarlar uluslararası alanda en iş birliği akademisyenlerdir. Ayrıca, son on yılın başında kadın girişimciliği ile ilgili literatüre doğrudan toplumsal cinsiyet perspektifinden bakılırken, zaman içinde risk, girişimci kimliği, ayrımcılık, girişimcilik niyeti gibi alt konuların gündeme geldiği görülmektedir.

Anahtar Kelimeler: Bibliyometrik analiz, kadın girişimciliği, kadın girişimciler, cinsiyet

JEL Sınıflaması: L26, M13

1. Introduction

The historical and cultural background of both the concepts of "entrepreneurship" and "entrepreneur" has been created in a masculine language (Mirchandani, 1999; Baron, Markman & Hirs, 2001; Ahl, 2002; Bruni, Gherardi & Poggio, 2004; Lewis, 2006, 2009; Ahl & Marlow, 2012; Wee & Brooks, 2012). When entrepreneurship is mentioned, a masculine field and a male-type profession come to mind (Gupta et al., 2009), and the concept is seen as a natural extension of male identity (Haddad, Esposito & Tse, 2016). Entrepreneurship is often associated with the concepts of independence, freedom, aggression, instrumentality, courage, and achievement (Kanter, 1975; Gupta et al., 2009), and in the literature, it is explained in terms of rationality, authority, risk propensity, desire for autonomy, capacity to identify job opportunities, and sexuality-related concepts and standards believed to be masculine (Connell, 2001; Bird & Brush, 2002; Zhao, 2005; Brush & Gatewood, 2008; Gupta et al., 2009; Casero et al., 2010; Eddleston & Powell, 2012). Therefore, it was stated that all the research done in this field was about men, by men, and for men (Holmquist & Sundin, 1989). However, this biased approach in the literature has long been discussed by scholars interested in women's entrepreneurial activities over gender-based discourses in light of gender-based developments (Ahl, 2006; Marlow and McAdam, 2012; Martinez Dy & Marlow, 2017).

From a gender perspective, entrepreneurship is academically exciting and politically important (Link & Strong, 2016). When the historical roots of this situation are examined, it is seen that the Second Wave Women's Movement of the 1960s was discussed again in the 1970s. This movement draws attention to the cultural determinants of entrepreneurship and gender inequalities for women in the labor market and points to the nature of support policies. By focusing on the harmful effects

of patriarchy and its patterns in women's employment, women's movements contributed to women's empowerment in the social, economic, and political arena, the increase in women's studies, and the greater visibility of women in development policies (Gül & Altındal, 2016). Also, movements have indirectly contributed to women's entrepreneurship's academic and political development. New models have been introduced to increase women's entrepreneurship. Besides providing public support to women's entrepreneurship, essential moves have been made towards developing this field with the efforts of voluntary women's organizations and the favorable policies of organizations such as the European Union, World Bank, and the United Nations (Ecevit, 2007; Gül & Altındal, 2016). In the mainstream literature, the often-repeated argument for economic growth positions women as an "untapped talent pool" (Marlow, 2006). Many studies in the literature emphasize the importance of women's entrepreneurship for national economic growth and social welfare (Delmar & Holmquist, 2004; Minniti, Arenius & Langowitz, 2005; De Vita, 2013; Lewis et al., 2014; Cuberes & Teignier, 2014; Fetsch, Jackson & Wiens 2015; Woetzel, 2015). Moreover, although it has a lower growth rate than male entrepreneurship (Allen, Langowitz & Minniti, 2007; Kelley, Singer & Herrington, 2012), it is claimed that woman's entrepreneurship has gained significant momentum in recent years (Carter & Shaw, 2006).

The article titled "Entrepreneurship, A New Female Frontier," the first study related to the field of woman entrepreneurship, which has a history of nearly half a century (Santos, Marques & Ferreira, 2018), focused on the psychological and sociological differences between female and male entrepreneurs (Schwartz, 1976). Many researchers in this field have brought new perspectives to the literature by focusing on different gaps (e.g., Bowen & Hisrich, 1986; Birley, 1989; Moore, 1990; Brush, 1992; Brush, 1998; Carter, Anderson & Shaw, 2001; Ahl, 2002; Gundry, Miriam & Posig, 2002; Ahl, 2006; Carter & Marlow, 2006; de Bruin, Brush & Welter, 2006; 2007; Brush, de Bruin & Welter, 2009; Minniti, 2009; Terjesen, Patel & Covin, 2011; Ahl & Marlow, 2012; Sullivan & Meek, 2012; Jennings & Brush, 2013; Henry et al., 2015; Poggese, Mari & de Vita, 2016; Marlow & Martinez Dy, 2018; Santos, Marques & Ferreira, 2018; Roos, 2019; Manolova et al., 2020) and women's entrepreneurship has become one of the main focuses of scholars, politicians and other entrepreneurial stakeholders (Henry, 2007).

Although interest in promoting entrepreneurship has increased recently (De Bruin, Brush & Welter, 2007; Hughes et al., 2012), the female labor force participation rates are still unsatisfactory (Baker, Gedajlovic & Lubatkin, 2005; Fairlie & Robb, 2009; Robinson & Stubberud, 2009; Gimenez-Nadal, Molina & Ortega, 2012). Due to the structural and cultural barriers that limit women's entrepreneurship (Kantor, 2002; Hanson, 2009; Bardasi, Sabarwal & Terrell, 2011), women's access to economic resources, information, market, infrastructure, technology, human capital, and social networks becomes difficult (Fletschner & Carter, 2008; Klapper & Parker, 2011; Holland, 2014; Adom & Asare-Yeboah, 2016). Virginia Woolf illustrated gender inequality perfectly in her book, *A Room of One's Own*. In this book, Woolf asks, "What would have happened if Shakespeare had an extremely talented sister named Judith?". Also, she debates whether Judith would be as successful as Shakespeare. As a result of her arguments, she emphasized the place of women in society and gender inequality and opposed those who claimed that no woman could have Shakespeare's talent. Is it fair

to expect women who do not even have a room of their own and have not had the same conditions as men to get ahead?

Stereotypes shape attitudes and beliefs toward male and female roles (Korabik, McElwain & Chappell, 2008). Most social processes and phenomena are interpreted with this stereotyped understanding (Hechavarria & Ingram, 2016). For example, both gender and entrepreneurship are socially constructed (Mirchandani, 1999; Marlow, 2002). Gender stereotypes that create gender inequality (Gupta, Goktan & Gunay, 2014) even affect the characteristics of an entrepreneur's corporate environment (Elam & Terjesen, 2010) and the amount and cost of resources accessible to them (Blake, 2006; Wu, 2012). Some perceive entrepreneurship that includes hegemonic masculinity as a male-specific field (Wee & Brooks, 2012), and while entrepreneurship is perceived as usual for men, women entrepreneurs are seen as the "others" (Ahl, 2002; Lewis, 2006). The masculine norm accepted as usual is used as a "benchmark" to measure the extent to which both women and men exhibit the masculine – entrepreneurial characteristics and behaviors that will enable them to be "successful." This is directly related to Acker's (1990) proposition that gender roles assigned to masculine and feminine influence individual actions. So, women learn entrepreneurship that is assumed to be masculine by defying masculine norms (Williams & Patterson, 2018). Although entrepreneurship has been a hotly debated topic recently (Hughes et al., 2012), studies in mainstream literature have rarely critically considered the masculine nature attributed to entrepreneurship (Ahl & Marlow, 2012). On the other hand, the way and context in which gender is handled in entrepreneurship literature is also a matter of curiosity.

Based on all these, the primary purpose of this study is to reveal the academic awareness and interest in woman's entrepreneurship and what academic studies have been conducted on women entrepreneurs who are in a disadvantageous position compared to male entrepreneurs. For this purpose, focal points of academic studies on woman's entrepreneurship are determined using bibliometric analysis methods. Furthermore, the factors affecting women's entrepreneurship will also be exposed by determining the scope and content of research on women entrepreneurs.

The next part of the study is devoted to the research questions and the methods used. Afterward, the findings are presented, and the study is concluded.

2. Methodology

Bibliometric studies are practical supporters leading the researcher to the most compelling studies and mapping the relevant research area without subjective biases (Zupic & Čater, 2015). Therefore, this study reveals the structure and dynamics of scientific aspects in women's entrepreneurship literature via science mapping.

In Table 1, the methods to be used concerning the research questions were determined. It was decided that the research questions would be answered using co-citation analysis, co-word analysis,

and bibliographic coupling. Those methods are helpful gadgets that create scales about influence and similarity for benchmarking the documents.

Table 1: Method and research questions.

Method	Research Questions
Co-citation Analysis	How was the intellectual structure of the women's entrepreneurship literature formed, how did the concept spread in the literature, and how did it develop in time? Who are the central, environmental, or multidisciplinary researchers in this field, and what is the structure of the scientific community in the field?
Bibliographic Coupling	What is the intellectual structure of current and developing literature? How does the intellectual structure of research reflect the richness of theoretical approaches? How has niche research's intellectual aspect and structure on women's entrepreneurship developed over time?
Co-word Analysis	Which words are mostly used in this domain's keywords, and which concepts are closely related? How does it look network space of themes and their relations which represent the conceptual field in this research area? How do the conceptual structure and relationships of women entrepreneurship research relate to the co-occurring words? What is the cognitive structure of this domain's semantic map?

After the preliminary literature review and determining research questions, objectives, and research methods, the Web of Science (WOS) was preferred as the database on which the bibliometric analysis will be conducted, taking into account the criteria of academic recognition and prestige.

The study was limited to articles written in English. Because English is the universal language in the academic field, and the articles, which are among the most common publication types, have high reliability since they go through the reviewing process. "Social Sciences Citation Index-SSCI," which is highly esteemed and has qualified publications, was chosen as the search index. At this stage, approximately fifty search terms were determined in the light of the literature, and a total of 32 terms were reached by eliminating the words that did not give results in the search. The mentioned terms are presented in Table 2.

Table 2: Search terms

Entrepreneurship		
Entrepreneur		
women OR female AND	led	Enterprise small business Venture Business emerging business
	owned	new venture emerging venture Venture Business SME small business
	business	Owner Founder
	self-employment	

Eliminating publications outside the research topic is crucial to increase the research's validity. Therefore, it has been decided to narrow the search scope, as many search results make it difficult to eliminate irrelevant publications. Furthermore, considering that the number of publications has been on an upward trend for the last ten years, the search is limited to the journals with ten or more publications in the top four countries in terms of the number of publications that were written in the category of business and management in the last ten years. The top four countries were determined by considering the addresses of the corresponding authors. All search criteria are given in Table 3.

Table 3: Search criteria

Database	Web of Science
Language	English
Type	Article
Index	Social Sciences Citation Index (SSCI)
The number of search terms	16x2
Year	2013-2022
Category	Business & Management
The number of journals	12
Country of origin	The USA, the UK, Canada, Australia
The number of publications	325
Date of access	October 12, 2022

The tags containing the author, title, source, citation, and abstract of the articles acquired as a result of the search were transferred to the Zotero reference management tool, which is a free and open-source literature management software for managing meta-data and related research documents, and the elimination process mentioned above was completed to ensure the validity of the analysis. The title, abstract, and keywords of all publications were checked, and irrelevant ones were eliminated. Consequently, 20 articles were extracted, and 305 articles that could be analyzed were reached.

Then, the articles' metadata was transferred to the free version of the R program, and the Bibliometric package (Aria & Cuccurullo, 2017) was used for analysis and visualization. R, one of the programs used for bibliometric analysis, is highly preferred due to its open-source code, many additional packages, and visualization support.

3. Findings

The bibliometric analyses carried out within this study's scope cover the publications between 2013-2022. The dataset consists of 305 articles written by 642 authors. While the number of articles with a single author is 36, the number of articles written by two or more authors is 269 (see Table 4).

Table 4: Information about publications

Time interval	2013:2022
Number of documents	305
Annual Growth Rate	12,98 %
Average number of citations per document	24.38
Number of references of 305 publications	16963
Number of keywords of publications	869
Total number of authors of publications	642
Number of single-author articles	36
Co-authors per Documents	2.68
International Co-authorship	51,48 %
Authors per Document (# of articles/ # of authors)	0,475

Figure 1 demonstrates that the number of articles published after 2017 has doubled. In other words, there has been an increasing interest in this subject in the last five years.

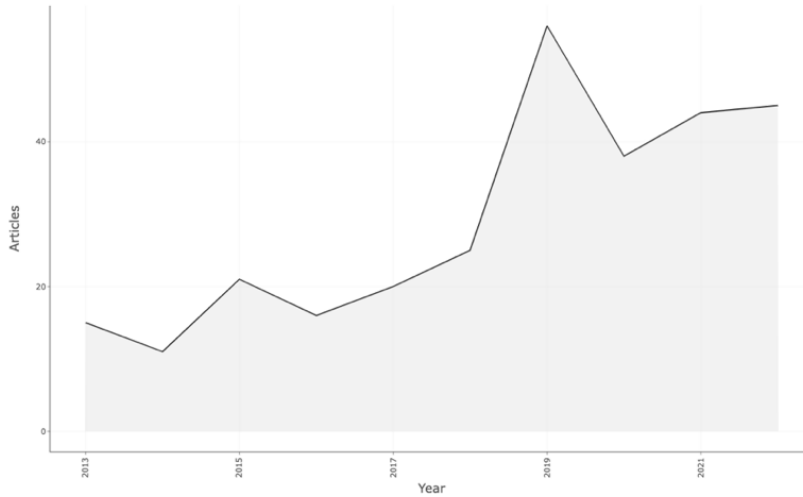


Figure 1: Annual scientific production

As seen from Table 5, 2019 is in the first place regarding citation parameters. Therefore, 2019 is the year in which the spread of women's entrepreneurship in the literature has been the most explicit in the last decade. Table 5 contains a total of 291 articles because 14 of 305 were not cited, so these articles were not included.

Table 5: Average number of citations by year

Year	# of Articles	Mean Times Cited Per Article	Mean Times Cited Per Year	Citable Years
2013	15	60.53	6.73	9
2014	11	55.64	6.95	8
2015	21	47.86	6.84	7
2016	16	54.38	9.06	6
2017	20	34.90	6.98	5
2018	25	29.60	7.40	4
2019	56	28.43	9.48	3
2020	38	13.53	6.76	2
2021	44	7.50	7.50	1
2022	45	3.47	.	0

Figure 2 demonstrates the relationship between cited references (CR), authors' keywords (DE), and authors' country (AU_CO) as a Sankey flow diagram in which the width of the arrows is proportional to the relation rate. In this diagram, it is seen that Australian authors focus on niche research such as crowdfunding, social capital, and intersectionality, while British authors focus on research related to

innovation and culture. Moreover, American authors have a macro point of view on this subject and associate their studies with primary sources.

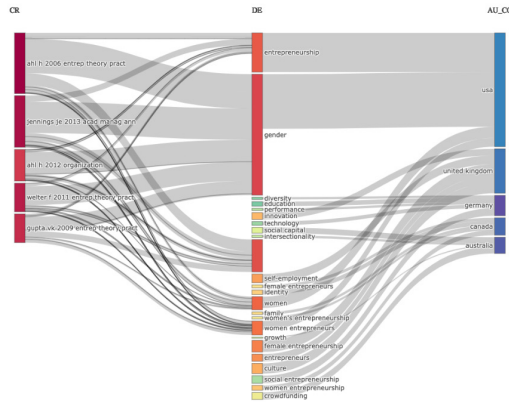


Figure 2: Three fields plot

As illustrated in Figure 3, which presents the top ten journals, the first three journals with over thirty articles are small business-related journals (Small Business Economics, Journal of Small Business Management, and International Small Business Journal-Researching Entrepreneurship).

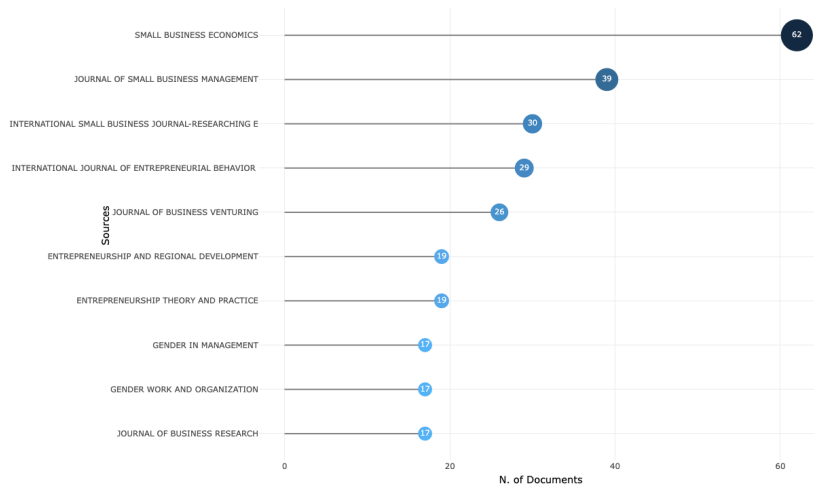


Figure 3: Top ten journals

Table 6 shows the top 10 locally cited sources from the reference lists. Local citations measure how many times the documents have cited a document included in this collection also included in collection. A cited source is a journal included in at least one of the document's reference lists (bibliography). The collection of the current study has 16963 cited sources included in the 305

document bibliographies. It is seen that Entrepreneurship Theory and Practice stands out in the first position with 1727 articles, and it is followed by the Journal of Business Venturing with 1590 articles and Small Business Economics with 893 articles, respectively.

Table 6: Top ten locally cited sources (from reference lists)

Rank	Sources	Articles
1.	Entrepreneurship Theory and Practice	1727
2.	Journal of Business Venturing	1590
3.	Small Business Economics	893
4.	Journal of Small Business Management	627
5.	International Small Business Journal	547
6.	Entrepreneurship and Regional Development	504
7.	Academy of Management Review	471
8.	Academy of Management Journal	415
9.	International Journal Entrepreneurial Behavior and Research	342
10.	Gender, Work and Organization	325

The scientific journals with the highest impact, using H-index as a comparative impact parameter (Hirsch, 2005), are presented in Table 7. The journals with the highest impact almost coincide with Figure 3, which shows the journals with the highest number of studies published on women entrepreneurship.

Table 7: Top ten journals with the highest impact

Rank	Journal	h_index	Total Citation	Number of Publication
1.	Small Business Economics	19	1407	62
2.	Journal of Business Venturing	18	1170	26
3.	Journal of Small Business Management	18	981	39
4.	International Small Business Journal-Researching Entrepreneurship	15	887	30
5.	Entrepreneurship and Regional Development	12	502	19
6.	Entrepreneurship Theory and Practice	11	596	19
7.	International Entrepreneurship and Management Journal	11	445	16
8.	International Journal of Entrepreneurial Behavior and Research	11	353	29
9.	Journal of Business Research	11	349	17
10.	Gender Work and Organization	10	332	17
11.	Journal of Business Ethics	9	313	14
12.	Gender in Management	6	100	17

Table 8 presents the impact of authorship. It was found that the top three authors (Kaciak E., Welsh Dhb., Marlow S.) not only have higher h_index scores but also have 10% of all publications.

Table 8: Top ten authors' local impact during 2013-2019

Authors	h_index	Total Citation	Number of Publication	PublicationYear_Start
Kaciak E.	8	221	13	2014
Welsh DHB.	8	224	12	2014
Marlow S.	6	336	6	2014
Link AN.	5	99	5	2013
Brieger SA.	4	67	5	2019
Brush C.	4	272	4	2013
Gupta VK.	4	340	5	2013
McAdam M.	4	216	5	2015
Orser B.	4	61	4	2013
Patel PC.	4	98	6	2016

As seen in Table 9, according to most global cited document rates, the article ‘Linking family-to-business enrichment and support to entrepreneurial success: Do female and male entrepreneurs experience different outcomes?’ written by Powell & Eddleston (2013) has 180, the article entitled ‘Twenty-five years of research on institutions, entrepreneurship, and economic growth: what has been learned?’ of Urbano, Aparicio & Audretsch (2019) has 171, and the article ‘Gender differences in evaluation of new business opportunity: A stereotype threat perspective’ written by Gupta, Goktan & Gunay (2014) has 139 citations. Table 9 shows only the corresponding authors of the publications. The Normalized Citation of a document is calculated by dividing the actual number of citations by the expected number of citations for documents with the same document type, year of publication, and subject area.

Table 9: Corresponding authors with the highest local citations

Corresponding author	Total Citations	Citations Per Year	Normalized Total Citation
Powell GN, 2013	180	18.00	2.97
Urbano D, 2019	171	42.75	6.02
Gupta VK, 2014	139	15.44	2.50
Santos FJ, 2016	134	19.14	2.46
Ram M, 2017	128	21.33	3.67
Jayawarna D, 2013	118	11.80	1.95
Westhead P, 2016	118	16.86	2.17
Haugh HM, 2016	113	16.14	2.08
Eddleston KA, 2016	105	15.00	1.93
Brush C, 2019	102	25.50	3.59

According to the locally cited references presented in Table 10, the top three articles are the article entitled “Why research on women entrepreneurs needs new directions” with 114 citations, the article “Research on women entrepreneurs: Challenges to (and from) the broader entrepreneurship literature?” with 88 citations, and another article titled “Contextualizing Entrepreneurship—Conceptual Challenges and Ways Forward” with 55 local citations, respectively.

Table 10: Corresponding authors and journals with the highest local citations

Reference	Local Citations
Ahl H 2006, Entrepreneurship Theory and Practice	114
Jennings JE 2013, Academy of Management Annals	88
Welter F 2011, Entrepreneurship Theory and Practice	55
Gupta VK 2009, Entrepreneurship Theory and Practice	53
Ahl H 2012, Organization	51
Brush CG 2009, International Journal of Gender and Entrepreneurship	49
Calas MB 2009, Academy of Management Review	47
Marlow S 2005, Entrepreneurship Theory and Practice	41
Jennings JE 2007 Academy of Management Review	40
Hughes KD 2012, Entrepreneurship Theory and Practice	37

Table 11 presents the top 10 institutions most relevant to women's entrepreneurship. Of the top 10 institutions, three for each are in the USA, the UK, and Canada, while only one is in Poland. On the other hand, when all the studies are considered, the USA dominates the research domain.

Table 11: Top ten institutions most relevant to women's entrepreneurship

Institutions	# of Articles
University of North Carolina (USA)	30
Brock University (Canada)	23
Babson College (USA)	20
University of Alberta (Canada)	20
University of Sussex (UK)	17
Lancaster University (UK)	16
Kozminski University (Poland)	15
University of Nottingham (UK)	13
University of Ottawa (Canada)	13
University of North Carolina Greensboro (USA)	10

Furthermore, as given in Table 12, the Australian authors are the most international collaborative academics from the MCP (inter-country) ratio standpoint.

Table 12: Corresponding author's country

Country	Articles	SCP*	MCP	Freq	MCP_Ratio
Australia	14	6	8	0.046	0.571
Canada	35	17	18	0.115	0.514
United Kingdom	79	47	32	0.259	0.405
USA	122	78	44	0.400	0.361

*(SCP: Intra-country)

Table 13 shows the most cited countries. Again, the top three are the USA with 3080 citations, the UK with 2043 citations, and Canada with 566 citations. The ranking is made by considering the countries of the corresponding authors.

Table 13: Most cited countries

Country	Total Citation	Average Article Citations
USA	3080	25.25
United Kingdom	2043	25.86
Canada	566	16.17

In Figure 4, the word cloud shows the most used bigrams of the titles as the frequency in different sizes. As seen in the figure, the women's entrepreneurship research area is usually linked with gender difference, intentions, leadership, self-efficacy, identity, social capital, congruity, orientation, crowdfunding, education, and ecosystems.



Figure 4: Word cloud (titles/bigrams)

Trend topics of the titles as unigrams are shown in Figure 5. Topics such as orientation and local or regional opportunities, which were popular initially, have evolved into leadership, identity, and roles. Recently, crowdfunding, culture, and performance have been popular topics.

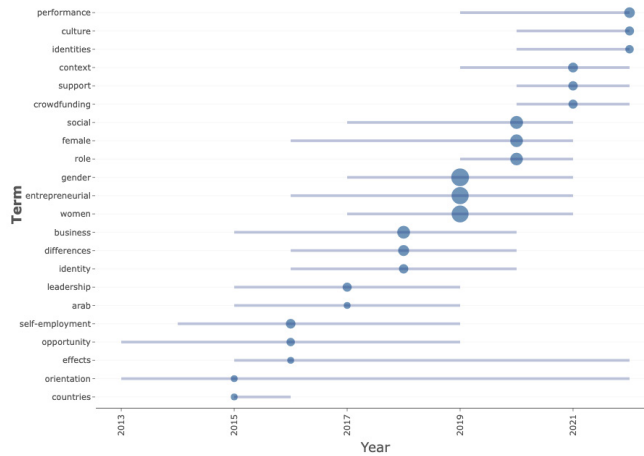


Figure 5: Trend topics (titles/unigrams)

According to the output of conceptual structure network approach analysis of the Bibliometrix package of R, considering authors’ keywords, there are connections between such as global and cultural point of view, emancipation and empowerment, performance and networks, motivation and opportunity, the identity of entrepreneurship and work, human capital and legitimacy and so on. Prominently, a significant network exists between self-efficacy, crowdfunding, technology, motherhood, start-ups, education, innovation, feminism, intersectionality, discrimination, family, and diversity (see Figure 6).

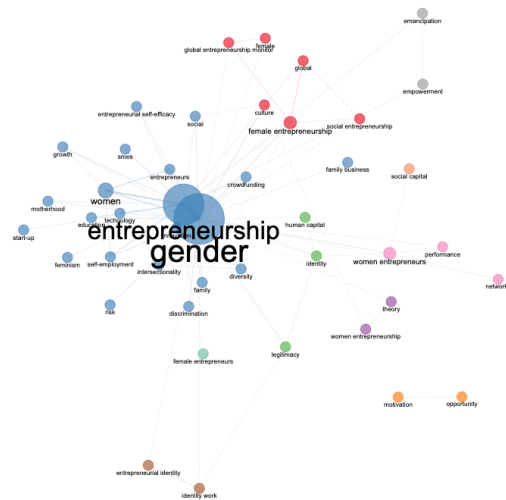


Figure 6: Co-occurrence network (authors’ keywords)

The thematic map, which consists of a vertical (development degree/density) and horizontal (relevance degree/centrality) axis in Figure 7, points out four quadrants. In the upper right area, motor

themes, which represent driving themes due to high density and centrality, include two clusters. As seen in the figure below, one cluster has two sub-themes (social entrepreneurship, global) and the other five (women entrepreneurs, social capital, performance, emancipation, and empowerment). It cannot be denied that those are significantly important for the intellectual structure of the research area. Next, the niche (marginal) themes are pointed out in the upper left area. This quadrant includes three clusters and their sub-themes: (1) motivation and opportunity, (2) start-up, (3) legitimacy, entrepreneurial identity, and the identity of work. Despite their developed structures, they belong to the peripheric research area. The basic themes, which are not dense but have relevance to the research area, are presented in the lower right area, which includes three clusters and their sub-themes: (1) intention, self-efficacy, (2) women entrepreneurs, female, SMEs, and gender roles and (3) gender, entrepreneurship, female entrepreneurship, self-employment, culture, and innovation. Finally, emerging or declining themes are given in the lower left area.

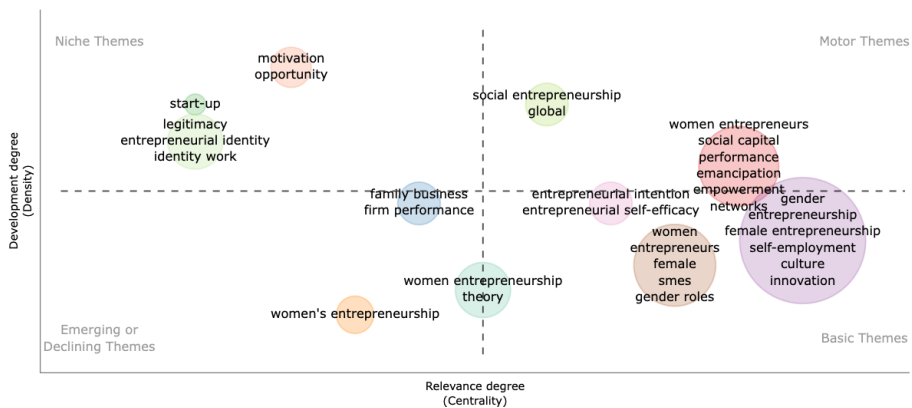


Figure 7: Thematic map (authors' keywords)

The themes have evolved in the three stages in the timespan, as shown in Figure 8. While women entrepreneurship literature had been considered from a macro view in the first period, more sophisticated topics such as risk and identity had come to the forefront in the second period. Finally, according to the third period comprising the last three years, new research topics such as discrimination and entrepreneurial intention have emerged.

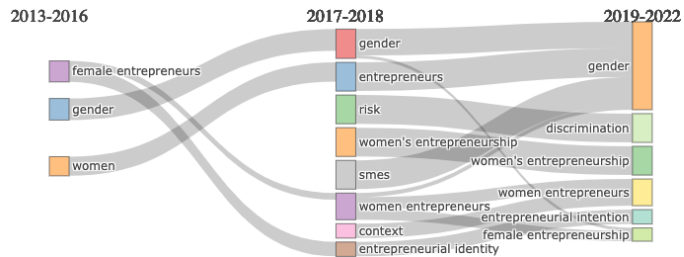


Figure 8: Thematic evolution (authors' keywords)

4. Conclusion and Discussion

In this study, bibliometric analysis methods were used to reveal the awareness of the academic community on women's entrepreneurship and what kind of studies were conducted on women's entrepreneurship. For this purpose, answers to nine different research questions were sought by using co-citation analysis, bibliographic coupling, and co-word analysis methods. Thirty-two search terms were included, and articles published in the Social Science Citation Indexed journals on the Web of Science database, written in English in the field of business and management in the last ten years, were targeted.

The analysis was limited to 305 articles in journals with at least ten publications on women's entrepreneurship and the top four countries in terms of the number of publications on women's entrepreneurship, the USA, the United Kingdom, Canada, and Australia. The top four countries were determined by considering the addresses of the corresponding authors.

According to the Global Gender Gap Index in the Global Gender Gap report published by the World Economic Forum (WEF) in 2022, the United Kingdom ranks 22nd, Canada 25th, the United States 27th, and Australia 43rd among 146 countries (Pal et al., 2022). Also, the United States ranks 22nd, Australia 38th, Canada 43rd, and the United Kingdom 44th, according to the Economic Participation and Opportunity sub-index. Another great point in the report is that Canada ranks first among 146 countries in Educational Attainment, another sub-index. It is observed that while Australia ranked first in Educational Attainment in 2021, it fell to 87th in 2022.

According to the Global Entrepreneurship Monitor 2021/22 Women's Entrepreneurship Report, the early-stage business ratio of women to men are at parity or higher in seven countries: the Dominican Republic, Greece, Kazakhstan, Romania, Slovenia, Spain, and the United Kingdom (GEM, 2022). The United Kingdom is the top country among the seven countries (W/M ratio= 1.3). Likewise, the gender ratio for total early-stage entrepreneurial activity is 0,7 globally, 0,7 in Canada, 0,8 in the

United Kingdom, and 0,9 in the United States. Therefore, the ratio of women to men in terms of total early-stage entrepreneurial activity in the countries included in the current study is average or above. On the other hand, there is no data for Australia in the report.

Considering cultural perceptions by gender, 65,7% of women and 67,9% of men believe that starting a business is easy in Canada, while the ratio is 66,6 for women and 74,6 for men in the United Kingdom. Moreover, in the US, according to 64,6% of women and 69,1% of men, it is easy to start a business (GEM, 2022).

These data show that all four countries included in the current study attach great importance to women's entrepreneurship, both practically and academically. Furthermore, the findings have shown that the interest in women's entrepreneurship tends to increase in the last ten years and that this interest has been much higher for the last five years. It has been revealed that citations to women's entrepreneurship studies have also been on the rise for the last ten years, and 2019 has been the year with the highest interest in women's entrepreneurship studies in terms of citation parameters.

The sub-themes on which studies on women's entrepreneurship focus vary from country to country. According to the study's findings, while the studies focusing directly on entrepreneurship from a macro perspective in the academic articles originating from the United States are the majority, it has been determined that the Australian authors mainly focus on sub-themes such as social capital and crowdfunding. On the other hand, the British authors focus on the sub-themes of innovation and culture.

As it is about entrepreneurship, as expected, the first three journals published on women's entrepreneurship are related to small businesses. Moreover, journals related to behavior, regional development, entrepreneurship theory, and gender in management and organization also established a presence in the top ten. Similarly, it is understood that the journals at the forefront of impact factor and citation are small business-related.

Five of the top ten authors with the highest H index in the last ten years, who have contributed to the literature on women's entrepreneurship, are women. Similarly, four of the top ten corresponding authors with the highest local citations are women. In this case, it would not be wrong to argue that the authors who shape women's entrepreneurship literature are equal in biological sex. So, women's entrepreneurship is a domain that attracts attention not only from women but also from men.

Most institutions contributing to women's entrepreneurship are in the United States. While the top ten institutions in this domain are in the United States, United Kingdom, Canada, and Poland, no institutions from Australia are in the top ten. Although the sample of the bibliometric analysis consists of studies originating from the USA, the UK, Canada, and Australia, it is remarkable that Kozminski University in Poland is among the top ten institutions with a high contribution to the literature on women's entrepreneurship.

Although Australia is not home to the institutions with the highest contribution to women's entrepreneurship literature, Australian authors are the most internationally collaborative scholars.

Besides, USA and UK lead the rankings in total and per article citations, while Canada ranks third and Australia fourth.

The findings reveal that the most used keywords in titles in women's entrepreneurship articles consist of keywords such as gender differences, women's entrepreneurship, female entrepreneurs, entrepreneurial leadership, entrepreneurial intention(s), entrepreneurial success, gender gap, entrepreneurial self-efficacy, social capital, social entrepreneurship, entrepreneurial orientation, entrepreneurship education, family business, economic development, and employment growth.

Considering the keywords as sub-themes, it is noteworthy that the studies associated with gender in the women's entrepreneurship literature focus on entrepreneurial performance and success, skills for intrinsic motivation such as self-efficacy, self-motivation, and leadership, and skills to be enhanced by training, and concepts such as social capital and entrepreneurial orientation that will positively affect entrepreneurial success and performance. At the same time, the type of entrepreneurship, such as family business, and entrepreneurship types, such as social entrepreneurship, are also prominent sub-themes. In addition, the effects of women's entrepreneurship on economic development and employment growth are also essential sub-themes. Notably, the keyword "Arabic world" is prominent in the word cloud.

Moreover, when trending topics were identified by examining the titles of the articles, it was seen that there was a shift towards leadership from topics such as orientation, entrepreneurship by country, and local or regional opportunities in the first half of the past decade. For five years, topics such as identity, differences, roles, crowdfunding, context, culture, and performance have been trending. Initially, entrepreneurship was considered a concept or process, and more external matters, like the opportunities created by entrepreneurship, were given importance. Over time, the focus shifted from entrepreneurship to entrepreneur, and women's entrepreneurship studies in business and management gained a more sociological perspective, and themes such as identity, difference, role, context, and culture drew attention.

Co-word analysis was performed according to keywords. For example, a couple of concepts in women's entrepreneurship articles are emancipation and empowerment. It is obvious that the biggest obstacle to women's empowerment is the dominant patriarchal social order. Therefore, the first way to alleviate the power imbalance created by this order is to achieve the empowerment and accompanying emancipation that will make a more accessible life possible. On the other hand, entrepreneurship is a catalyst to achieve this, but women must constantly break glass ceilings to be emancipated (Ojediran & Anderson, 2020).

Other words that appear together are global entrepreneurship, female, female entrepreneurship, social entrepreneurship, and culture. For instance, according to a study that evaluates these concepts together, female entrepreneurs are more likely to partake in social entrepreneurship than male entrepreneurs when cultural practices such as power distance are low and cultural practices such as uncertainty avoidance are high (Hechavarría & Brieger, 2022).

Networks and performance are also related words in articles on women's entrepreneurship. For example, previous studies support that increasing entrepreneurial networks' size, density, and centrality and participating in competitive and supportive networks increase subjective performance (Prajapati & Biswas, 2011). Other related keywords are legitimacy, human capital, and identity. Indeed, a solid organizational identity facilitates legitimacy, and even, based on human capital theory, experienced founding teams can defend organizational identity more effectively, even after negative feedback (He and Baruch, 2010; Domurath, Patzelt & Liebl, 2020). Co-word analysis results also showed that "motivation and opportunity" and "entrepreneurial identity and identity of work" are related. Keywords such as education, technology, crowdfunding, motherhood, start-up, diversity, family, risk, feminism, self-employment, discrimination, intersectionality, entrepreneurial self-efficacy, growth, and SMEs created a single network. Most of the concepts in this network are directly related to gender.

When the themes of the last ten years were divided into time intervals, it was unveiled that while the literature on women's entrepreneurship was addressed directly from the perspective of gender in 2013 and the following years, more niche topics such as risk and entrepreneurial identity began to draw attention over time. Moreover, sub-themes such as discrimination and entrepreneurial intention have dominated women's entrepreneurship studies in recent years.

The current study can primarily guide scholars who conduct scientific studies in women's entrepreneurship as it uncovers research trends and gaps, the themes representing the conceptual field and the network space of the themes, scholars and journals that stand out in the field of women's entrepreneurship, and the intellectual structure of the last ten years in women's entrepreneurship. Besides, the fact that responsibilities related to motherhood or discrimination, which are among the difficulties faced by women, have taken place as sub-themes in recent years may trigger policymakers to put these issues on their agenda.

The bibliometric analysis was limited to the top four countries that academically focus on women's entrepreneurship: the USA, the UK, Canada, and Australia. However, in future studies, other countries can be included in the analysis or which sub-themes are popular in which country can be discussed in political, economic, social, and technological contexts by comparing countries.

Author Contribution

CONTRIBUTION RATE	EXPLANATION	CONTRIBUTORS
Idea or Notion	Form the research idea or hypothesis	Kübra ŞİMŞEK DEMİRBAĞ Orkun DEMİRBAĞ
Literature Review	Review the literature required for the study	Kübra ŞİMŞEK DEMİRBAĞ Orkun DEMİRBAĞ
Research Design	Designing method, scale, and pattern for the study	Kübra ŞİMŞEK DEMİRBAĞ Umut DENİZLİ
Data Collecting and Processing	Collecting, organizing, and reporting data	Umut DENİZLİ
Discussion and Interpretation	Taking responsibility in evaluating and finalizing the findings	Kübra ŞİMŞEK DEMİRBAĞ

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