

**EXPLORING THE ROLE OF GENDER IN MSME ENTREPRENEURSHIP DYNAMICS:
STRUCTURAL IMPLICATIONS FOR INCLUSIVE AND SUSTAINABLE BUSINESS
GROWTH IN THE CONTEXT OF THE DIGITAL ECONOMY**

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ABSTRACT

This research aims to explore the role of gender in the entrepreneurial dynamics of Micro, Small and Medium Enterprises (MSMEs) and its structural implications for inclusive and sustainable business growth in the context of the digital economy. Using a qualitative approach through a literature review method, this study analyses 22 selected scientific articles published between 2002 and 2025 and obtained from Google Scholar and other credible online sources. The analysis shows that gender inequality is still a structural issue that affects women's access to digital technology, financing, business networks, and entrepreneurship training. In the context of the digital economy, women MSME actors often face additional barriers due to social norms, multiple domestic responsibilities, and limited digital literacy. These findings are supported by Gender Role Theory, Institutional Theory, and Digital Divide, which explain the complex relationship between social structures, policies, and technology adoption. The study concludes that inclusive and sustainable business growth will not be achieved without gender mainstreaming in MSME digital transformation policies.

Keywords: Gender, Entrepreneurship, MSMEs, Digital Economy, Sustainable Growth

**EKPLORASI PERAN GENDER DALAM DINAMIKA KEWIRAUSAHAAN UMKM:
IMPLIKASI STRUKTURAL TERHADAP PERTUMBUHAN BISNIS YANG INKLUSIF
DAN BERKELANJUTAN DALAM KONTEKS EKONOMI DIGITAL**

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi peran gender dalam dinamika kewirausahaan Usaha Mikro, Kecil, dan Menengah (UMKM) serta implikasi strukturalnya terhadap pertumbuhan bisnis yang inklusif dan berkelanjutan dalam konteks ekonomi digital. Dengan menggunakan pendekatan kualitatif melalui metode tinjauan pustaka, penelitian ini menganalisis 22 artikel ilmiah terpilih yang diterbitkan antara tahun 2002 hingga 2025 dan diperoleh dari Google Scholar serta sumber daring kredibel lainnya. Hasil analisis menunjukkan bahwa ketimpangan gender masih menjadi isu struktural yang mempengaruhi akses perempuan terhadap teknologi digital, pembiayaan, jaringan usaha, dan pelatihan kewirausahaan. Dalam konteks ekonomi digital, perempuan pelaku UMKM kerap menghadapi hambatan tambahan akibat norma sosial, tanggung jawab ganda domestik, serta keterbatasan literasi digital. Temuan ini diperkuat oleh teori Gender Role, Institutional Theory, dan Digital Divide yang menjelaskan relasi kompleks antara struktur sosial, kebijakan, dan adopsi teknologi. Penelitian ini menyimpulkan bahwa pertumbuhan bisnis yang inklusif dan berkelanjutan tidak akan tercapai tanpa pengarusutamaan gender dalam kebijakan transformasi digital UMKM.

Kata kunci: Gender, Kewirausahaan, UMKM, Ekonomi Digital, Pertumbuhan Berkelanjutan

INTRODUCTION

In the past decade, the growth of Micro, Small, and Medium Enterprises (MSMEs) has emerged as a key pillar in the economic development of many developing countries, including Indonesia. MSMEs not only contribute significantly to national Gross Domestic Product (GDP), but also absorb a substantial portion of the labor force, particularly in the informal sector (Ausat et al., 2022). However, the dynamics of MSME growth cannot be separated from the broader social and economic constructs that influence who participates in entrepreneurial activities and how they access resources. Within this context, gender plays a critical yet often overlooked role in MSME development studies. Gender disparities in MSME entrepreneurship are not merely about the number of male and female business actors, but more deeply concern access to finance, technology, training, market networks, and even the social recognition of the value generated by women-led enterprises.

Structurally, women entrepreneurs are often confined to sectors considered less economically lucrative, such as home-based businesses, small-scale food production, handicrafts, or micro trade. This situation is shaped by patriarchal cultural norms that limit women's mobility in public economic activities, as well as policy systems that are not yet fully responsive to gender-based entrepreneurial needs. Yet, global studies indicate that women's involvement in the entrepreneurial sector has a significant impact on inclusive growth, family welfare enhancement, and the reduction of economic disparities among social groups (Gulvira et al., 2024; Hendratmi et al., 2022; Noor et al., 2025). Therefore, it is essential to explore how gender roles influence MSME dynamics and how supportive policies and institutional structures can be developed to foster an inclusive business ecosystem.

The rise of the digital economy offers new opportunities for women in entrepreneurship (Aravik et al., 2025), yet simultaneously highlights the structural challenges they face. E-commerce platforms, social media, and digital payment systems indeed help reduce geographical and social

barriers that have long hindered women. However, not all female MSME actors have equal access to digital technologies, digital skills training, or even ownership of adequate digital devices. Moreover, algorithmic biases in digital marketing and disparities in digital literacy between men and women may further widen the gender gap within digital entrepreneurship. Thus, it is necessary to critically examine whether the digital economy genuinely supports gender equality in entrepreneurial practice or merely replicates long-standing structural inequalities found in the conventional economy.

On another front, women's participation in MSMEs is also influenced by social factors such as the dual role within households, the scarcity of female entrepreneurial role models, and societal stigma toward women who are deemed "too active" in public economic activities. Many female entrepreneurs must juggle responsibilities as caregivers, homemakers, and business owners, which limits the time and energy they can devote to optimally growing their businesses (Haris & Burhan, 2023). Additionally, government policies and empowerment programs often adopt a gender-neutral approach that fails to address the specific needs of women, thereby falling short of responding to the real challenges faced by female MSME actors. This underscores the urgent need for more gender-sensitive policy approaches that not only ensure access but also strengthen women's capabilities within the context of digital entrepreneurship.

A gender-based approach to MSME development must also take into account the dimension of sustainability. Numerous studies have shown that women tend to manage businesses with a long-term sustainability orientation, including environmental preservation and community well-being (Pierli et al., 2022; Rahmania et al., 2025). However, such contributions are often overlooked within performance indicator frameworks that tend to favor a quantitative and growth-centric perspective. Therefore, exploring the values and practices of women's entrepreneurship is essential for broadening the business sustainability paradigm—one that does not solely emphasize profitability but also

integrates social and ecological dimensions. In this context, understanding the interaction between gender, sustainability, and the digital economy becomes increasingly relevant for in-depth discussion.

Moreover, existing literature remains limited in addressing the structural implications of gender inequality within the MSME context. Most research tends to focus on individual challenges—such as lack of skills or limited access to capital—without thoroughly examining the structural roots of these disparities. For example, how the banking system has historically been unresponsive to women's financing needs, or how market structures and business networks remain dominated by male actors who shape the norms and expectations of business success. By delving into these structural dimensions, it becomes clear that the barriers faced by women entrepreneurs are not merely personal issues but are manifestations of entrenched inequalities embedded within broader social and economic systems.

It is also critical to consider how public policies, financial institutions, and training providers can play a role in supporting structural transformation. Programs such as Kredit Usaha Rakyat (KUR), business incubators, or digital skills training must be designed through a gender lens to effectively reach and empower women in MSMEs. Furthermore, collaboration between public sectors, private entities, and civil society organizations is needed to foster an entrepreneurial ecosystem that supports equal and sustainable participation by women. Such support must encompass access, empowerment, and protection mechanisms for female entrepreneurs, particularly as they navigate digital disruptions and market uncertainties.

Based on this discussion, exploring the role of gender in the dynamics of MSME entrepreneurship becomes crucial for identifying how social, cultural, and economic structures shape both inequalities and opportunities for inclusive and sustainable business growth. This study is important not only for understanding the existing conditions but also for formulating strategies that can drive

systemic transformation toward a gender-equitable MSME ecosystem—resilient in the digital economy and oriented toward collective well-being. Therefore, the objective of this research is to explore the role of gender in the dynamics of MSME entrepreneurship and examine its structural implications for inclusive and sustainable business growth in the context of the digital economy.

LITERATURE REVIEW

Gender

Gender refers to the social and cultural constructs that differentiate roles, responsibilities, and expectations between men and women in society (Al Sukri & Shasrini, 2020; Yuliasari et al., 2025). Unlike sex, which is biological, gender is dynamic and can evolve over time and across different contexts. In the context of MSME entrepreneurship, gender becomes a critical issue due to disparities in access to resources, training opportunities, networking support, and the influence of social norms that often create structural barriers for women to grow in the business world. These gender inequalities not only affect individuals but also constrain collective economic potential, especially when women entrepreneurs are not given equal support and recognition within the growing digital entrepreneurship ecosystem.

Entrepreneurship

Entrepreneurship is the process of creating, managing, and developing new ventures with the aim of generating value through innovation, risk-taking, and the exploitation of opportunities (Prince et al., 2021). Within the MSME context, entrepreneurship involves the ability of individuals or groups to identify market needs, develop products or services, and organize resources to generate profits while also delivering social benefits. Entrepreneurship plays a vital role in job creation, increasing household income, and reducing poverty, particularly in developing countries. However, entrepreneurial characteristics are significantly influenced by external factors such as government policies, access to financing, and

socio-cultural contexts—including how gender roles influence the motivations, strategies, and competitiveness of entrepreneurs.

MSMEs

MSMEs serve as the backbone of national economies in many countries, including Indonesia, due to their contributions to job creation, income distribution, and regional economic growth (Ausat & Suherlan, 2021). These enterprises are typically characterized by limited operational scale, ownership by individuals or families, and constraints in capital and technology. Despite these challenges, MSMEs often demonstrate high flexibility and adaptability to market changes. In terms of gender, MSMEs also represent a significant space for women's economic empowerment, although women entrepreneurs frequently face structural challenges such as limited access to capital, training, and digital markets. Therefore, strengthening inclusive MSMEs requires a cross-sectoral approach that is responsive to social inequalities.

Digital Economy

The digital economy refers to an economic system driven by the use of information and communication technologies, particularly the internet, in all business activities and economic transactions (Javaid et al., 2024). The growth of e-commerce platforms, digital payment systems, online marketing, and the integration of cloud computing and big data has revolutionized how MSMEs operate and engage with consumers. The digital economy provides entrepreneurs with opportunities to reach wider markets, streamline business processes, and enhance competitiveness. However, not all MSMEs benefit equally from these advancements due to the digital divide—particularly for women, who often lack adequate access, skills, or time to adopt digital technologies. Mainstreaming gender in the digital economy is thus crucial to ensuring inclusivity and fairness in economic transformation.

Sustainable Growth

Sustainable growth is an economic development model that emphasizes a balance

between increasing productivity, environmental protection, and social equity (Mensah, 2019). In the context of MSME entrepreneurship, sustainable growth includes income expansion, market development, long-term business viability, positive social impact, and environmental preservation. This approach requires fair access to resources, gender-equitable participation, and adaptation to green technologies and ethical business practices. When women are excluded from strategic economic decision-making or hindered in accessing digital tools, the principles of sustainability become difficult to fully realize. Sustainable growth must be understood as an inclusive process that integrates gender equality as a key element at every stage of MSME development.

RESEARCH METHODOLOGY

This study is a literature review employing a qualitative approach with a focus on narrative exploration and conceptual analysis concerning the role of gender in the dynamics of MSME entrepreneurship, as well as its structural implications for inclusive and sustainable business growth within the context of the digital economy. This approach was chosen because it allows for a deep understanding of complex and contextual social phenomena, particularly those related to gender equality issues, digital transformation, and socio-economic structures within the MSME ecosystem. The objective of this method is to compile a critical synthesis of published scientific findings to develop a more comprehensive theoretical and practical understanding. The analytical technique used in this research is qualitative descriptive analysis, involving the mapping, classification, and examination of content from various relevant literature sources. The analysis focuses on identifying patterns, themes, and conceptual constructs emerging from a range of published scientific literature. This study does not test hypotheses but rather emphasizes the deepening of theoretical and conceptual discourse to comprehensively and reflectively address the research questions.

Data for this study were collected through systematic searches of relevant scholarly articles, particularly those published

between 2002 and 2025. The primary data source was Google Scholar, supported by several credible academic websites such as ResearchGate, ScienceDirect, and reputable national and international journals focused on gender issues, MSMEs, and the digital economy. Article searches were conducted using specific keywords such as “gender and entrepreneurship,” “MSMEs and women empowerment,” “digital economy and MSMEs,” and “inclusive business growth.” The initial search yielded 30 articles meeting the keywords and basic criteria. However, to maintain the quality and relevance of the study, a stringent selection was carried out considering factors such as topic suitability, research methodology, journal reputation, and geographic context close to developing countries. From this selection process, 22 articles were chosen as the most relevant and representative for further analysis in this study.

During the analysis process, each article was systematically reviewed to identify key issues related to the role of gender in MSME entrepreneurship, structural barriers faced by women, as well as opportunities and challenges emerging in the digital economy era. Findings from each article were then compared and synthesized to reveal thematic patterns, contradictions, and theoretical and practical contributions. This step aimed to produce an integrative overview of how gender dimensions influence inclusive and sustainable business growth. Furthermore, a critical approach was applied to evaluate how each article positions the gender issue: whether normative, instrumental, or transformational. This approach sought to avoid non-contextual generalizations and to accommodate diverse perspectives that may vary geographically, culturally, and sectorally. The qualitative literature review approach also allowed the researcher to interpret meanings contained in the data more deeply, not only based on explicit data but also through contextual and implicit understanding. To ensure the validity and credibility of the findings, cross-checking among articles was conducted alongside matching recurring themes to strengthen the arguments. Additionally, the study employed

source triangulation strategies by comparing academic literature with reports from international organizations and statistical data from relevant official sources. Thus, the research outcomes are expected not only to contribute to academic understanding but also to serve as a basis for public policy recommendations and the development of gender-based entrepreneurship programs within the digital context.

RESULTS AND DISCUSSION

The role of gender in MSME entrepreneurship cannot be separated from the social and cultural structures that shape the distribution of access to economic resources. Gender Role Theory, as proposed by (Eagly & Sczesny, 2019), explains that social norms create different expectations for men and women. In the context of MSMEs, women are often constrained by socially assigned domestic roles, limiting their time, mobility, and capacity to manage, develop, or optimally expand their businesses. Access to business capital, entrepreneurial training, and business networks is often more readily available to men, who are socially deemed more suitable for public roles. Women entrepreneurs also face limitations in mastering technology due to the digital divide influenced by education, income, and family norms. The current digital economic transformation exacerbates these disparities because it relies on technological readiness that is unevenly distributed. This situation creates structural barriers that are not only technical but also cultural. Women in the MSME sector often have to balance economic roles and household responsibilities, resulting in low participation in business training or access to digital markets. These inequalities are not due to individual weaknesses but rather stem from social systems that shape unequal preferences and opportunities. Therefore, affirmative policies that are both technical and sensitive to gender dynamics are necessary. Gender-based interventions are required to open equal access to capital, technology, training, and business networks.

Previous research by (Aparicio et al., 2022) indicates that women entrepreneurs in

developing countries face more complex cultural barriers than men, especially regarding access to market opportunities and technology. These barriers arise from economic factors and social constructions that place women in subordinate positions in economic decision-making. A study by (Widiastuti et al., 2024) confirms that patriarchal social norms play a significant role in limiting women's mobility to develop businesses, despite their capabilities and skills being on par with men. In the MSME context, this creates significant disparities in the speed of technology adoption. Women MSME actors are often less exposed to digital training, face time constraints due to double domestic burdens, and encounter social resistance when assuming digital leadership roles in business. This directly impacts their ability to utilize e-commerce platforms, digital marketing strategies, and non-cash payment integration, which are essential infrastructures for modern business growth. As digitalization becomes the new standard in the business world, women MSMEs risk falling further behind if policies and business ecosystems are not designed with a gender-inclusive approach. Systemic interventions are needed, including community-based digital education, gender-friendly technology access, and social campaigns to reshape cultural perceptions that traditionally position women behind the scenes in entrepreneurship.

Digital transformation indeed presents great potential for women-led MSMEs to scale up and improve operational efficiency, but this potential can only be realized if digitalization strategies are designed inclusively and responsively to structural gaps faced by marginalized groups. The Digital Divide Theory, articulated by (Van Dijk, 2017), emphasizes that the digital divide encompasses not only access to technological devices and internet networks but also cognitive abilities, digital literacy, and institutional support available to users. In the context of women MSMEs in rural areas such as West Nusa Tenggara or Central Sulawesi, limitations in digital infrastructure, lack of community-based training, and minimal representation of women in digital business networks hinder their ability to keep pace with rapid transformation. This condition widens the gap between women and

men entrepreneurs because men are more connected to networks providing access to technology, market information, and strategic partnerships. Women's lagging behind in the digital ecosystem affects technical aspects, competitiveness, and business sustainability. Without concrete support from public policies, equitable infrastructure provision, and active involvement of women in designing digitalization programs, the digital transformation process may instead reinforce the dominance of economically and socially established groups. Gender-equal digital inclusion must be the fundamental foundation in designing the digital economic ecosystem so that its benefits reach all MSME actors fairly.

The case study of Srikandi Craft MSME in Yogyakarta exemplifies how women entrepreneurs can achieve export markets if given equal access to strategic resources, especially in the context of digitalization and institutional support (Romualdus, 2022). This rattan craft business, managed by a women's group, successfully expanded markets abroad after participating in e-commerce training organized by the Ministry of Cooperatives and MSMEs. However, this success was not standalone but supported by systemic backing such as partnerships with universities providing business mentoring, gender-responsive digital literacy programs, and access to inclusive financing schemes like women-targeted KUR loans. The success of Srikandi Craft demonstrates that women's economic empowerment in MSMEs requires not only enhancing individual capacity but also institutional transformation ensuring sustainable and equitable access. Sectoral and fragmented interventions tend to produce symbolic participation without structural leverage, whereas integrated cross-sector collaboration—involving government, academia, industry players, and communities—has greater potential to drive transformational women's participation. This is crucial because the main challenges faced by women MSMEs are not merely skill deficits but structural inequalities that hinder their access to equal economic opportunities. A systemic approach that places gender equality as a foundational principle in policy and MSME development program design

is key to optimizing women's potential in the digital economy sustainably.

Theoretically, Institutional Theory emphasizes that entrepreneurial behavior and decision-making are influenced by three institutional pillars—regulative, normative, and cultural—which shape the framework within which business actors act and adapt within the economic system (Dacin et al., 2002). When these three pillars still reflect gender biases, seemingly inclusive MSME empowerment programs actually contain structural exclusions that hinder women from participating equally. For example, financing regulations that appear neutral often fail to consider the greater administrative access barriers faced by women, while social norms that prioritize men as business risk-takers reinforce investors' preferences for male entrepreneurs in venture funding and technology incubation schemes. This gap creates systemic selection processes that make it difficult for women-owned MSMEs to thrive in the digital sector, which demands rapid adaptation, innovation, and strong capital networks. Without policy reforms explicitly based on gender analysis—such as the formulation of affirmative regulations, financial incentives for women, and the integration of gender perspectives in incubation program design—women will remain marginalized in the digital economy system, acting as supplements rather than main actors. This means truly inclusive MSME business growth requires comprehensive institutional transformation encompassing legal framework revisions, gender mainstreaming in entrepreneurial culture, and repositioning women's roles in business and technology institutional networks.

The integration of Sustainable Development Goals (SDGs) targets, specifically Goal 5 on gender equality and Goal 8 on decent work and economic growth, affirms the importance of women's economic empowerment through digital MSMEs as a strategy for sustainable inclusive development. However, this strategy will only be effective if implemented structurally, not merely treating women as objects of development but as subjects with capacities, rights, and control over

productive resources—including knowledge assets, digital access, and adequate social protection. This redistribution involves enhancing technological literacy, actively involving women in economic decision-making processes, and implementing affirmative policies that concretely remove structural barriers that have long hindered women's full contribution to the digital economy. The International Finance Corporation (IFC) 2021 report highlights that removing gender barriers impacts not only social justice but also macroeconomic growth. The study found that closing the income gap between men and women on e-commerce platforms could increase Southeast Asia's e-commerce market value by more than USD 280 billion between 2025 and 2030. This growth can be achieved by increasing the number of women selling online and providing them with better training and financial support (IFC, 2021). These findings demonstrate that empowering women in digital MSMEs is not just a social issue but an economic imperative requiring synergy between public policy, technological innovation, and institutional reform. Without planned and consistent support addressing women MSME actors' structural needs, the potential of digitalization to create equitable economic transformation will be difficult to realize.

Efforts toward gender-equitable MSME entrepreneurship must be understood as a structural process involving cross-sectoral and multi-level interventions. Educational institutions play a role in shaping entrepreneurial mindsets based on equality, governments create affirmative policies and legal protections, the private sector provides inclusive technology and financing access, and local communities become arenas for transforming social norms that support women's leadership. Programs like Google Indonesia's Women Will have provided digital literacy training to thousands of women MSME actors, helping them develop business and digital marketing skills (Google Indonesia, 2020). However, the impact of such training tends to be technical and individual-focused, as it is not accompanied by dismantling structural

barriers such as limited access to productive capital, the absence of formal legal schemes for informal women entrepreneurs, and lack of social support to change gender perceptions that relegate women to secondary economic roles. This indicates that women's empowerment cannot be simplified as skills training alone but requires systemic transformation of power relations within oppressive socio-economic structures, such as asset ownership relations, control over production time and space, and political legitimacy for women's voices in public policy-making. Gender-equitable MSME development strategies must be built on the foundation of simultaneous institutional and cultural change, so that women's economic achievements are not merely symbolic but truly reflective of their changed position as primary actors in national economic development.

Ultimately, creating inclusive and sustainable MSME business growth requires not only generic technological access but institutionalizing gender-based approaches throughout the entire policy cycle—from planning, implementation, to evaluation of entrepreneurial programs—especially in the digital economy, which is increasingly central to development. Gender mainstreaming should not be mere administrative rhetoric but realized in regulatory frameworks mandating gender analysis in every digital transformation program, including gender-responsive budgeting, designing digital training that considers women's double burden, and selecting inclusive technologies for entrepreneurs in marginalized areas. Governments need to ensure fiscal policies such as tax incentives, technology subsidies, or digital financing programs are responsive to the structural gaps experienced by women, for example by allocating quotas or affirmative incentives for women-led or women-based community MSMEs. On the other hand, digitalization should be positioned not just as an economic accelerator but as a tool for economic democratization that opens equal participation access, eliminates socio-cultural barriers, and provides space for women to become innovators, capital owners, and decision-makers within the digital economic ecosystem. Therefore, without gender institutionalization in the architecture of digital MSME policies,

inequalities will continue to be reproduced despite increased technology adoption, because the substance of economic democratization lies in the equitable distribution of power and opportunities, not just uniform access.

CONCLUSION

This study highlights that the role of gender in the dynamics of MSME entrepreneurship cannot be separated from social, cultural, and institutional constructions that remain biased against women. Inequitable access to resources, technology, digital training, and business networks are the main barriers preventing female MSME entrepreneurs from achieving optimal business growth. Although the digital economy opens new inclusive spaces through e-commerce platforms and digital literacy, in reality, not all MSME actors can benefit equally due to persistent structural gaps. Digital transformation does not automatically guarantee inclusive and sustainable growth unless accompanied by affirmative policies oriented toward gender justice and structural empowerment.

Theoretically, this research reinforces the relevance of Gender Role Theory, Institutional Theory, and Digital Divide Theory in analyzing the limitations faced by women in digital-based MSME entrepreneurship. These three theories provide a strong analytical framework for understanding the interaction between individual, institutional, and technological factors in creating opportunities or obstacles for women's business growth. Practically, the findings imply the need for public policy interventions that focus not only on enhancing individual women's capacities but also on institutional reforms, gender-responsive training program design, and the provision of equitable digital infrastructure to bridge digital and economic divides.

This study recommends that the government and other stakeholders mainstream gender perspectives in all MSME development programs, especially in digital transformation. Technology-based entrepreneurship training designed specifically for female MSME actors is needed, considering flexible schedules, user-friendly language, and experiential learning modules. Moreover, a gender-friendly digital entrepreneurship ecosystem should be

established by providing dedicated funding access, social protection for women entrepreneurs who are mothers, and support through female mentor networks. The private sector is also encouraged to build inclusive business incubators and partnership programs that genuinely empower female MSMEs rather than symbolically.

This study has several limitations that should be acknowledged. First, as a literature review, it relies entirely on secondary sources from 2002 to 2025, which may not comprehensively reflect the latest field dynamics. Second, the limited number of articles (22 out of an initial 30) may cause bias in generalizing findings, especially since selection was based on topic relevance and source credibility without interviews or field observations. Third, the qualitative-descriptive approach used does not allow for quantitative measurement of the level of inequality or the effectiveness of existing affirmative policies. Further research employing a mixed-method approach and contextual field studies is highly recommended to test and strengthen these findings in a broader context.

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