


# Chapter 1

## Women in Digital Entrepreneurship: A Bibliometric Exploration of Trends, Barriers, and Strategies Across Global Contexts

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### **ABSTRACT**

*Research on women in digital entrepreneurship grows as digital platforms enable opportunities. Yet structural and cultural barriers persist in technology-intensive sectors like fintech and AI. While women's entrepreneurship is studied, digital-specific research remains fragmented, lacking comprehensive analysis of its intellectual structure and global trends. This chapter addresses this gap through bibliometric analysis of 108 Scopus publications (2011–2025) using Bibliometrix/VOSviewer/Publish or Perish. Findings identify McAdam and Zani as pioneering authors, Asian/European institutions as key contributors, and UK/US/India as dominant publishing regions. Analyses reveal: persistent gender inequality, need for supportive policies/infrastructure, and qualitative studies of lived experiences. Research*

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*from Latin America, Africa, and South Asia is underrepresented. Women's success requires technology access combined with inclusive policies, socio-cultural shifts, and supportive ecosystems. Limitations and future research directions are outlined.*

## **INTRODUCTION**

Entrepreneurship is widely recognized as a central driver of innovation (Pricopoaia et al., 2024; Jorzik et al., 2024) and a fundamental contributor to global economic growth. Over the past years, it has increasingly drawn the attention of both researchers and policymakers (Ahmed et al., 2025; Verma et al., 2024; Jahanshahi et al., 2023; Jahanshahi et al., 2025a). The expansion of knowledge-based and technology-intensive industries, particularly in rapidly evolving sectors such as information technology, artificial intelligence (Basit et al., 2025; Khaksar et al., 2025), biotechnology, and financial technology, has significantly transformed the economic landscape (Sharma et al., 2025; Zhang et al., 2024). These sectors not only create substantial economic value but also function as pivotal arenas for the advancement of transformative innovations (Ramos et al., 2018; Sung & Choi, 2021). In such an environment, workforce diversity, especially concerning gender, has been recognized as a vital factor influencing both the quality of innovation and the sustainability of an enterprise (Afshar Jahanshahi & Kalaycioglu, 2025; Bazel-Shoham et al., 2024; Jahanshahi, 2025b). Research indicates that gender-balanced entrepreneurial teams enjoy competitive advantages, more creative perspectives, and more comprehensive decision-making processes (Yang & Aldrich, 2014; Jahanshahi et al., 2025c). However, a persistent gender gap within entrepreneurial ecosystems, particularly in high-yield, technology-intensive sectors, remains a significant obstacle to fully leveraging economic potential (Fan & Shen, 2025; Imran, 2023; Linnenluecke et al., 2020). Male-dominated industries such as technology, engineering, fintech, and artificial intelligence present unique challenges for women, arising from structural and cultural barriers as well as constrained access to resources (Reyes & Neergaard, 2023; Ye et al., 2024). Addressing this gap is critical not only from the perspective of social justice, but also in terms of improving productivity, promoting more diverse innovation, and achieving considerable economic growth (Sharma et al., 2025). In the domain of technology-based entrepreneurship, characteristics such as high capital requirements, technological risk, and the rapid pace of change create more intricate conditions for women (Sung & Choi, 2021). Evidence indicates that women face barriers, including gender-based discrimination in securing financing, limited access to advisory networks, and the perpetuation of gender stereotypes within this sector (Bazel-Shoham et al., 2024; Gugan et al., 2024). Strategies such as developing women-focused digital platforms, establishing accelerators, and im-

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