


Chapter 7


The Inspiring Voyage of Migrant Women Entrepreneurs

Amitab Bhattacharjee

 <https://orcid.org/0000-0003-3765-7412>

PCPI, Canada

Sudip Chakraborty

 <https://orcid.org/0000-0002-1752-4682>

University della Calabria, Italy

ABSTRACT

Migrant women entrepreneurs make significant contributions to sustainable economic and social development, often balancing family responsibilities with innovative ventures. In both Latin America and North America, they face challenges such as cultural adaptation, systemic barriers, and credential recognition, yet consistently demonstrate resilience and resourcefulness. Their businesses span local services, technology, and social enterprises, blending global perspectives with local market needs to foster creativity and green innovations. Community networks, mentorship, and alternative financing are vital in supporting their growth. However, financing constraints, limited access to mainstream networks, and persistent policy gaps remain pressing issues in the Latin American region. By embedding social impact and sustainable practices into their ventures, migrant women entrepreneurs not only create livelihoods but also strengthen the socially conscious entrepreneurial ecosystem in driving regional economic growth and sustainable developments.

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INTRODUCTION

Sustainable development in economy and society would be incomplete without women's contribution. Even in a family, female such as a mother has similar dedication as like as male such as a father. Today's many mothers around the world are equally successful in both building a healthy family and operating profitable startups. In this modern era, one emerging trend reshaping the entrepreneurial landscape is women entrepreneurship, the movement of socially conscious women entrepreneurs across different regions in pursuit of more supportive global economic ecosystems for their sustainable ventures (Senthanar et al., 2021; Duan et al., 2023). This phenomenon is driving a wave of innovative entrepreneurial initiatives that contributes significantly to the development of sustainable startups, especially in regions that welcome, nurture and respect female talents in both Latin America and North America (Kalu & Okafor, 2021; Talukdar, 2024). However, almost all successful migrant women entrepreneurs have gone through many difficulties and sacrifices, which are mostly unknown to everyone. Even though word admires the female success but the actual struggle behind the curtain has remained hidden.

Specially, the journey of migrant women entrepreneurs in Latin America is a compelling story of resilience, ambition, and transformation (Florian & Fonrouge, 2025). These women arrive from diverse corners of the world, often driven by dreams of better opportunities and the freedom to pursue their ambitions. Their paths are rarely straightforward. They are shaped by cultural adaptation, systemic barriers, and the challenge of establishing themselves in a new economic landscape. Yet, their impacts on the Latin American and North American entrepreneurial ecosystems are profound and steadily growing (Talukdar, 2024). Many migrant women start their ventures from modest beginnings. Some arrive with professional qualifications that are not immediately recognized, while others bring unique skills honed in their home countries (Duan et al., 2023). Entrepreneurship often emerges as both a necessity and a calling allowing them to create their own livelihoods when conventional employment is hindered by language barriers, credential recognition issues, or discrimination. Businesses range from local services and retail to technology startups, creative industries, and even social enterprises.

The resilience of Migrant women entrepreneurs is deeply rooted in their adaptability. They often operate in unfamiliar regulatory environments, navigate complex immigration systems, and juggle the demands of family life in a new cultural context (Duan et al., 2023). In doing so, they develop a capacity for problem-solving, cross-cultural communication, and resourcefulness that becomes a competitive advantage. Their businesses frequently serve as cultural bridges, introducing products, flavors, and traditions from their homelands while also innovating to meet the tastes of North American consumers (Taylor & Foster, 2015; Florian & Fonrouge, 2025).

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