
Overview of Women Entrepreneurship in The Eastern Cape Province of South Africa: A Literature Review

Gift Donga, Tendai Chimucheka

Department of Business Management, University of the Fort Hare, Alice, South Africa

Corresponding Author*: gdonga@ufh.ac.za, tchimucheka@ufh.ac.za

ABSTRACT

Purpose: This article aims to review prior research on women entrepreneurship and recommend/propose future research opportunities for South Africa's women's entrepreneurship research agenda.

Design/methodology/approach: A literature review technique was used, and all studies between 2002 and 2022 that addressed the issues pertaining to women entrepreneurs in the Eastern Cape were searched and analysed. To successfully do this, a review of literature consisting of 14 studies was undertaken.

Findings: The literature review pertaining to women entrepreneurship in the Eastern Cape Province yielded five ensuing themes: gender bias within the entrepreneurial discourse, motivation for women entrepreneurs, contribution of women entrepreneurs, barriers facing women entrepreneurs, and support required by women entrepreneurs.

Research limitations/implications: Women entrepreneurship research in South Africa is still growing, which presented a limit to the number of studies that were used in carrying out the review.

Practical implications: The study encourages women business owners to develop their professional skills and familiarise themselves with entrepreneurial capabilities that have a positive impact on their productivity.

Paper type: Literature review

Keyword: Women entrepreneurs, Women entrepreneurship, Eastern Cape Province, South Africa, Literature review

Received : November 4th

Revised : February 18th

Published : March 31th

I. INTRODUCTION

The growth of women entrepreneurs has been hailed as the most significant economic and social development globally (Henning & Akoob, 2017). Over the past 30 years, women's businesses have grown quickly, and today they represent a very visible sector of the economy, offering a wide range of goods and services (Ngek, 2018). Women entrepreneurs boost a nation's economy by an exponential amount (Welsh et al., 2016). Given the surge in women-headed families throughout the developing world and their significant contributions to the welfare of their households and communities, Visser (2020) argues that women entrepreneurs in developing country contexts are attracting greater scholarly attention. They are effectively exploiting a variety of chances and possibilities to achieve their personal as well as business goals and objectives. Previous studies showed that women business owners make significant contributions to the economic, social, and political development of many nations (Afshan et al., 2021; Ngek, 2018). Furthermore, Christensen (2023) reported that, in Africa, women entrepreneurship makes up 58% of self-employment and contribute about 13% of the continent's GDP. The Research National Foundation for Business Owners' Director noted the following (Jalbert, 2000:14):

'Entrepreneurship offers tremendous opportunities for women across the world by opening doors to greater self-sufficiency, self-esteem, education, and growth – not only for the women themselves but also for their families and their employees. And women are changing the face of business ownership internationally; between one-quarter and one-third of the world's businesses are owned by women. As their numbers grow and as their businesses prosper, they will change the way the world does business.'

As such, most developing nations have made women's entrepreneurship (WE) development a top priority on their development agendas, and its advancement is inextricably tied to positive developmental outcomes (Visser, 2020). Any nation's advancement depends on the rise of women entrepreneurs, and this is one of the ways to realise economic growth that is sustainable (Derera, Croce, Phiri & O'Neill, 2020). If a nation intends to compete successfully on the world stage, it must do this. In accordance with Storey and Greene (2010), encouraging more women to actively participate in entrepreneurship is the single most important step a nation can take to boost the rate of entrepreneurial activity. Women's status in society, as well as their contributions to national and local development, are improved as a result (Osirim, 2001).

In social systems that prioritise men, women have long been marginalised (Henning & Akoob, 2017). But since the 1970s, a new perspective that is growing slowly but increasingly quickly suggests that women may be able to revive the stagnant global economic growth (McAdam, 2013). Numerous renowned academics in this discipline have been researching entrepreneurship for decades. However, the first endorsed study on women entrepreneurship was not released until 1976 by Eleanor Schwartz under the title "Entrepreneurship: A New Women Frontier" (Meyer, 2018). This created new avenues for research into women entrepreneurship and its promotion. Despite this, there is still a lack of data and information pertaining to the significant role that women play in the entrepreneurial sector in South Africa. Much of the data available simply discusses corporate development as a whole and makes no mention of gender (Meyer & Synodinos, 2019). Meyer (2018: 159) argues that, "because gender studies have become more advanced and influential over the past few decades, the importance of studying women entrepreneurship development as a separate research field is increasing".

Due to women's formal entry into entrepreneurship in recent years and the entrepreneurship literature historically being based on men, there is currently little research on women entrepreneurship as a distinct focus of study in South Africa. However, leading specialists in the field have already discovered this gap in the early 2000s (c.f., Botha, Nieman & Van Vuuren, 2006; Ojong, 2005; O'Neill & Viljoen, 2001; Van der Merwe & Nieman, 2003) as they all discovered that there is a significant disparity in the volume of research on women entrepreneurship in South Africa that has been published. In this article, the researchers intend to review prior research on women entrepreneurship and contribute to the available body of literature on women entrepreneurship, particularly in the Eastern Cape Province of South Africa, between 2002 and 2022. The review was guided by the following objectives:

1. To identify emerging themes on women entrepreneurship research within the Eastern Cape context.
2. To contribute to the expansion of women entrepreneurship research in the Eastern Cape Province by recommending new avenues of future research.

Prior research in South Africa (c.f., Chinomona & Maziriri 2015; Henning & Akoob 2017; Phillips, Moos, & Nieman, 2014) has mainly focused on providing general insights into the performance of women-owned businesses. However, little attention has been given to how the geographical characteristics in which these businesses operate have an impact on women entrepreneurial development (e.g., rural vs urban). Ghouse, Durrah and McElwee (2021), as well as Makandwa, de Klerk & Saayman (2022), point out that geographical characteristics have an impact on women's aspirations to become entrepreneurs and have a more significant impact on how well women-owned small businesses perform. To the best of the researchers' knowledge, an overview of women entrepreneurship in the Eastern Cape Province, which is mostly rural has not been adequately conducted using a literature review approach. Past available literature review studies (c.f., Erwee, 1987; Ahwireng-Oheng, 1993; O'Neill & Viljoen, 2001; Halkias & Anast, 2009; Derera, 2011; Mandipaka, 2014; Rena, 2016; Irene, 2019; Swartz, Amatucci & Marks, 2019; Swartz, Scheepers & Amatucci, 2022) have mainly focused on South Africa in general.

The remainder of the article is organised as follows. The article starts by giving a general summary of the Eastern Cape economy. Second, while establishing the issue within the context of women's involvement in small businesses, the theoretical approaches to entrepreneurship discourse are explored. The methodology is then explained, and the results, which are arranged into five themes, are discussed. Finally, recommendations and suggestions are offered for further studies on women entrepreneurs.

A. A look into the Eastern Cape economy

With a population of about 6, 6 million, the Eastern Cape Province is the third Province in the country by density, at 39 people per square kilometre (EC Provincial Website, 2023). The Eastern Cape Province has a mostly rural character due to the significant percentage (more than 65%) of Africans who live there (Tetana, 2016). This is also attributed to the fact that this Province now includes two of the formerly rural "TBVC states" (Transkei & Ciskei) (Robinson, 2015). While this is happening, women dominate the gender structure in Eastern Cape, making up 57% of people in the 15 to 64 age range, significantly more than the country's average of 51% (Luvalo, 2019).

As claimed by the Eastern Cape Main Budget Speech (2022), the Eastern Cape economy shrank by 1.8% in the third quarter of 2021, mirroring the 1.5% decline of the country's economy in the same period. In Q3 of 2021,

the Province also noticed a downturn in many of its economic sectors. Manufacturing fell by 4.1%, wholesale and retail trade by 6.6%, transport and communication by 2.9%, and agriculture fell by 13.4%. However, it is anticipated that the Eastern Cape's economy will expand marginally, averaging 1.8% in 2022 and 1.3% on average in 2023. (Eastern Cape Main Budget Speech, 2022). The Eastern Cape is a region that is both modern and severely underdeveloped, with a rising industrial sector. This is especially apparent in the Transkei and Ciskei, former homelands where there are a number of dualisms between a struggling sustenance agricultural sector and an established commercial farming sector (Nguza-Mduba, 2020). Although it has the potential to significantly contribute to the Province's commercial growth, the agricultural sector is not yet operating at its full potential. In the Buffalo City Municipality and, the automotive sector predominates manufacturing to such a magnitude that it may create possible vulnerability (Awoyemi, 2014).

Analysis of poverty data shows that the Eastern Cape would need at least R881.5 million per year to combat poverty, with 43% of the Province's population falling into this category (Nguza-Mduba, 2020). Despite numerous interventions, poverty in the Eastern Cape is still widespread. This is due to the Province's complete reliance on subsistence agriculture and the fact that it was founded out of old homelands with high levels of poverty. Fiseha, Kachere and Oyelana (2019), reported that in 2015, the Eastern Cape's population, which was primarily made up of rural residents, had a poverty rate of about 67 per cent. These people lack access to necessities like food, clean water, sanitation, education, healthcare, and energy (Hamann & Tuinder, 2012). Black South Africans, particularly those with the lowest levels of education, children, and households headed by women consistently experience high levels of poverty. Therefore, as a cushion against poverty within the Eastern Cape Province, there is a need for entrepreneurial activities to be put in place (Fiseha *et al.*, 2019). In particular, supporting women entrepreneurs is crucial, especially given the socio-economic situation of the Province and the fact that women constitute over half of the population (Awoyemi, 2014; Ngorora & Mago, 2018).

The lack of financial tools to support the small business sector in the Eastern Cape has been criticised for far too long (Rungani & Potgieter, 2018). The provincial government is currently developing a structure for a development fund to address this, which will have a good effect on its extra imperatives, which are poverty reduction, socio-economic development, and economic growth (Eastern Cape Main Budget Speech, 2022). Furthermore, due to the devastating consequences of COVID-19, particularly on small businesses, the Eastern Cape provincial government approved an economic rebuilding and recovery strategy with the goal of assisting small businesses in preserving jobs and enduring the COVID-19 outbreak and its aftermath (Makaula, 2021). Ngorora and Mago (2018) suggest that fostering entrepreneurship will be the most effective strategy to lower the levels of poverty observed in the Eastern Cape. Additionally, studies show that for every person helped on the path to entrepreneurship, numerous others benefit (Fiseha *et al.*, 2019). This benefits not only individuals but the Province, through a decrease in social handouts, an increase in employment, a decrease in crime, and a drop in poverty levels (Ngorora & Mago, 2018).

B. Entrepreneurship

Market uncertainties are a result of the emergence of globalisation and the use of cutting-edge technology in corporate operations and management (Etim, Tengeh & Iwu, 2018). Governments all over the world are turning to this phenomenon to build their economies and create jobs since the dynamic of the marketplace implies that entrepreneurship conveys new connotations (Wube, 2010). People's decision to pursue self-employment through entrepreneurship has been supported by several arguments. These are associated with "internal locus of control, drive for independence, prospects for achievement; greater avenue for income generation; the ability to overcome challenges; the flexibility that comes with enterprise formation and greater and quality time for family" (Etim & Iwu, 2019: 4). These variables have been described as pull and push factors theoretically (Ghatak & Bhowmick, 2021; Özsungur, 2019).

Although there are several definitions of entrepreneurship, different academics have not yet come to any notable consensus (Bruyat & Julien, 2001; Venkataraman, 2019). For the purpose of this paper, the description proposed by Ronstadt (Etim & Iwu, 2019: 5) would be appropriate:

"Entrepreneurship is the dynamic process of creating incremental wealth by individuals who assume major risks in equity, time and career commitments to providing value for products and services. The products and services may or may not be new, but value must be infused as part of the larger picture by the entrepreneur, by receiving and allocating the necessary skills and resources."

The adoption of this criterion is justified by the setting of emerging economies and women commencing from a low capital foundation. In line with Etim and Iwu (2019), women in underdeveloped nations are typically forced into "survival-mode" businesses out of necessity; as a result, entrepreneurship is the only path to independence and wealth creation.

C. Women entrepreneurship

Women creating new businesses is what is generally meant by the terms women or women's entrepreneurship. Women entrepreneurs are women in business who have successfully established, developed, and expanded a business enterprise after recognising an opportunity (Jennings & Brush, 2013). In other words, they have transformed a potential into a commercial reality using creative, pragmatic, and innovative approaches. Women entrepreneurs engage in similar activities and processes as men do. Essentially, it has to do with the identification of opportunities, the management of resources to create new initiatives, and the expansion and profitability of such ventures. Jalbert (2000:31) observed that “women entrepreneurs possess certain characteristics that promote their creativity and generate new ideas and ways of doing things. They are highly motivated and self-directed and they also have a high internal locus of control and achievement”. Women business owners also attribute their success to their capacity to focus intensely.

There are a variety of push and pull factors that can motivate women to start their own enterprises, as expressed by Heilman and Chen (2003). Push factors can be described as “the more negative factors such as unemployment and retrenchment, which force people to become entrepreneurial in order to survive” (Maas & Herrington, 2006: 19). Pull factors, as considered by women, are the elements that are more supportive to entrepreneurship, such as government funding and positive role models. Only a few women are reportedly drawn to entrepreneurship by pull factors as alluded by Aliyu (2013). The rest are encouraged to commence their enterprises by push factors. As per recent studies, women can considerably contribute to the increased entrepreneurial phenomenon and economic growth (Rashid & Ratten, 2020; Thareja & Kumar, 2014). Resultantly, there is an urgent need to examine all facets of women entrepreneurship and to broaden the current theoretical conceptions.

II. METHODS

A literature review approach was applied in this study. A literature review is a “planned technique of locating, gathering and appraising a collection of writings on a particular phenomenon to discover any interpretable patterns or trends with respect to a phenomenon” (Etim & Iwu, 2019: 3). In essence, a literature review seeks to methodically identify, assess, and combine all pertinent research on a particular subject (Booth, Sutton, Clowes & Martyn-St James, 2021). This approach will evaluate, past research critically, rigorously, and transparently to acquire insight into women entrepreneurship in the Eastern Cape Province.

The methodological practices of management and business scholars (c.f., Etim & Iwu, 2019; Hung, 2006; Linnenluecke, 2017) who view the literature review method as a crucial route for locating high-quality reference materials that aid in understanding and interpreting an existing phenomenon support the researchers' decision to use the literature review approach. Although Podsakoff, MacKenzie, Bachrach and Podsakoff (2005) believed that only journal articles are considered genuine scientific works, in order to conduct a fair and accurate analysis, this review is not limited to only journal articles as it integrated theses and abstracts as well. Additionally, as women entrepreneurship research, particularly within the South African context, is still evolving, the researchers were induced to include any Google Scholar source that judiciously addresses the topic as recommended by Eriksson and Lindström (2007) as well as Etim and Iwu (2019).

The current review started by compiling a set of documents between the years of 2002 and 2022 utilising the Google Scholar search engine, specifically articles, theses, and abstracts. In searching the documents, the following keywords were used: “*women entrepreneurs, women entrepreneurs, women small business owners, women enterprises, Eastern Cape Province and South Africa*” Thereafter, the researchers characterised the documents in line with the study's focus, i.e., women entrepreneurship in the Eastern Cape Province. Initial retrieval yielded a total of 23 studies. Only 14 studies (see Table 2) were determined to be appropriate for the study after an examination of the abstracts and titles of the studies that were retrieved. The 14 studies were then examined using content analysis to identify the Eastern Cape Province's women entrepreneurs' study themes.

III. RESULTS AND DISCUSSION

The examination of the 14 documents yielded five themes (see Table 3). The ensuing themes were found: Gender bias within the entrepreneurial discourse, Motivation for women entrepreneurs, Contribution of Women entrepreneurs, Barriers facing women entrepreneurs, and Support required by women entrepreneurs. The themes were examined considering the greater body of research on women's entrepreneurship in the Eastern Cape Province and generally.

Table 1. Themes identified from literature review analysis

<i>Source</i>	<i>Themes</i>				
	<i>Gender bias within the entrepreneurial discourse</i> <i>(1)</i>	<i>Motivation for women entrepreneurs</i> <i>(2)</i>	<i>Contribution of Women entrepreneurs</i> <i>(3)</i>	<i>Barriers facing women entrepreneurs</i> <i>(4)</i>	<i>Support required by women entrepreneurs</i> <i>(5)</i>
<i>Sokabo (2007)</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>
<i>Buyambo (2012)</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>
<i>Mbaco (2012)</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	-
<i>Mandipaka (2014)</i>	<i>x</i>	-	<i>x</i>	<i>x</i>	<i>x</i>
<i>Awoyemi (2014)</i>		<i>x</i>	<i>x</i>	<i>x</i>	-
<i>Sekeleni (2014)</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>
<i>Hlanyane and Acheampong (2017)</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>
<i>Nomnga (2017)</i>	<i>x</i>	-	<i>x</i>	<i>x</i>	<i>x</i>
<i>Tola and Chimucheka (2018)</i>	<i>x</i>	-	<i>x</i>	<i>x</i>	<i>x</i>
<i>Mdluli (2020)</i>	<i>x</i>	-	<i>x</i>	<i>x</i>	<i>x</i>
<i>Chimucheka and Magadla (2021)</i>	<i>x</i>	-	<i>x</i>	<i>x</i>	<i>x</i>
<i>Nomnga (2021)</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>
<i>Tlapana and Mngeni (2021)</i>	<i>x</i>	-	-	<i>x</i>	<i>x</i>
<i>Shava and Chinyamurindi (2022)</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	-

Source: Own compilation

1. Theme 1: Gender bias within the entrepreneurial discourse

A 2019/2020 Global Entrepreneurship Monitor (GEM) Report claims that women could add \$28 trillion to the global GDP if given identical roles as men in the labour market (Baldegger, Gaudart & Wild, 2020). However, women need capital to start businesses, and gender inequality might be severely stopping that from happening (Kabeer, 2021; Ghaderi, Tavakoli, Bagheri & Pavee, 2023). Although it is acknowledged that the impact of

gender on entrepreneurial actions and intentions has recently been recognised as a key issue, it is still difficult for the government to develop legislation that protects women's rights in commerce and entrepreneurship (Nomnga, 2017; Swartz, Scheepers & Toefy, 2022).

As mentioned by Buyambo (2012), there has not been much done to advance women's empowerment and equality in the small business sector. In fact, research has shown that women entrepreneurs frequently focus on competitive, occasionally unprofitable, and women-dominated industries, which has a negative impact on their potential to grow in terms of employment, sales, profitability, and market share (Sapleton, 2014). In addition, Ahmad (2011) states that, compared to males, women are less likely to be involved in the development of new products and processes, their enterprises are smaller, and their entrepreneurial activity is less likely to result in the creation of new jobs. Resultantly, this mirrors broad patterns of the existing gender bias in entrepreneurship (Hlanyane & Acheampong, 2017; Nomnga, 2017; Tola & Chimucheka, 2018). On another note, a male-dominated industry creates the ideal of a perfect businesswoman, which creates a very high standard of competition for women entrepreneurs who must overcome many obstacles without becoming discouraged at the same time (Al-Qahtani, Fekih Zguir, Al-Fagih & Koç, 2022, Hebert, 2018).

The current literature revealed that women business owners were keenly conscious of the gender inequality concerns influencing the growth of entrepreneurship in the Eastern Cape Province (Awoyemi, 2014; Hlanyane & Acheampong, 2017; Sekeleni, 2014). This is due to societal beliefs which identify the role of women as being primarily domestic (Mdluli, 2020; Nomnga, 2021; Tlapana & Mngeni, 2021). Considering this, fostering women's businesses becomes crucial as it reduces women's dependency and helplessness in the Eastern Cape (Mdluli, 2020). Mbaco (2012) established that women in the Eastern Cape had dramatically different access to loans and savings through credit institutions than men, which had an impact on their demand for financial services. Literature demonstrates that women-driven entrepreneurship exhibits gender-based discrimination from an entrepreneurial standpoint (Buyambo, 2012; Mandipaka, 2014; Mbaco, 2012; Shava & Chinyamurindi, 2022; Sokabo, 2007). Therefore, to oppose gender-oppressive regimes, a collectivist strategy is required. For instance, the government and other stakeholders ought to raise public awareness of the need for gender equality in SMMEs owned equally by men and women. This will change the long-held belief that SMMEs owned by women are less significant than SMMEs owned by men (Chimucheka & Magadla, 2021). Therefore, women's economic exclusion is a problem that cannot be left up to market forces, and women entrepreneurs must take a stand and push for change.

Collective activism has been and can continue to be a potent tool for empowering women in the face of gender-oppressive systems (Parpart, 2013). For instance, as specified by a study done in the Eastern Cape Province by Mandipaka (2014), women entrepreneurs have formed women's society groups where they provide one another with mentorship programs to combat gender discrimination. Beyond South Africa, other studies have also demonstrated the importance of women society groups in driving women entrepreneurship performance, such as those conducted in India (Andriani & Kalam, 2022), Oman (Abd El Basset, Bell & Al Kharusi, 2022) and Jordan (Banihani, 2020).

2. Theme 2: Motivations for women entrepreneurs

Charles and Gherman (2013) stated that pull and push factors can be used to classify the causes that drive women to establish businesses. The pull or positive influences are connected to features of choice and the desire for entrepreneurial aspirations (Gódány, Machová, Mura & Zsigmond, 2021). The pull factors are linked with the "desire for independence, self-fulfilment, wealth creation, social status and power, desire for a flexible lifestyle and personal development using creative skills" (Derera *et al.*, 2020: 7). Conversely, push factors are components of necessity and are associated with strong urges that are controlled by external, unfavourable reasons (Daries, Marine-Roig, Ferrer-Rosell & Cristobal-Fransi, 2021). Examples of push factors include; "insufficient family income, dissatisfaction with a salaried job, difficulty in finding work, desire for flexible work schedules because of family responsibilities, frustration, lack of control and perceived lack of opportunity for career advancement" (Orhan & Scott, 2001: 6).

Understanding the motivational elements that drive women to start businesses is crucial since it enables one to examine various support networks for entrepreneurship (Kumar & Patrik, 2018). An individual's motivation is the process that explains their level of commitment, focus, and perseverance in pursuing a goal (Ncube & Zondo, 2018). While general motivation focuses on the effort made toward any objective, we will focus specifically on entrepreneurship in this article to reflect our unique interest in the components that encourage women to pursue entrepreneurship. When beginning a business, women are far more likely than men to be motivated by necessity globally (Solesvik, Iakovleva, & Trifilova, 2019). Given that there are fewer jobs or other possibilities for income generation in developing economies, the majority of women participate in entrepreneurial activity out of sheer necessity rather than opportunity (Derera *et al.*, 2020). In contrast to most women in developed nations, where the majority establish a business because they locate opportunities, women in emerging economies are crowded in the informal economy and control less than a quarter of formal sector firms (Kaushal, Negi & Singhal, 2014).

However, recent evidence (e.g., Adikaram & Razik, 2023; Al-Qahtani, Fekih Zguir, Al-Fagih & Koç, 2022) shows that when economies develop and thrive and job possibilities become available, the gender disparity in entrepreneurship determined by motive may eventually disappear.

Unfortunately, it can be claimed from the research on women entrepreneurs in the Eastern Cape Province that the majority of them seem to be up against push factors, including a lack of employment opportunities, a lack of education, a rise in family size, and job losses (Buyambo, 2012; Mbaco, 2012; Shava & Chinyamurindi, 2022; Sokabo, 2007;). Ngqangweni, (2007) argues that women are obliged to engage in any business activity out of necessity to support the family because employment creation in the Eastern Cape Province and the country has not kept up with population growth. Their ultimate objectives are to construct SMMEs that offer a variety of options to create employment and household income (Nomnga, 2021). For instance, an analysis of the difficulties experienced by women owners of bed and breakfasts in the Eastern Cape found that the need for money and the lack of other viable employment opportunities are what drive women to start businesses (Hlanyane & Acheampong, 2017). In other research, the primary driving forces behind women entrepreneurs were the need for financial and economic support to supplement their family's income, elevate their social position, and end unemployment (Awoyemi, 2014; Sekeleni, 2014; Jacob, Thomas & George, 2023; Banu & Baral, 2022). The income that women make from their business endeavours not only helps to support their families' needs but also boosts their self-esteem (Derera *et al.*, 2020; Chakraborty & Biswal, 2022).

3. Theme 3: Contribution of women entrepreneurs

In order to promote prosperity and welfare, small businesses operated by women have been identified as the latest growth drivers of economies in emerging nations (Tende, 2016; Egere, Maas & Jones, 2022). They have been cited by a range of stakeholders as a substantial "untapped source" of economic development and growth (Aladejebi, 2020; Hechavarría, Bullough, Brush & Edelman, 2019; Minniti & Naudé, 2010). As proffered by McGowan, Redeker, Cooper and Greenan (2012), despite the difficulties and hurdles, women are now an important part of entrepreneurial endeavours and can balance the needs of their families and their businesses. In particular, women's entrepreneurship development aids women-owned enterprises in generating income that may subsequently be used to assist their households and enhance family welfare outcomes (Ahmad, 2011; Awoyemi, 2014; Buyambo, 2012; Mbaco, 2012; Mandipaka, 2014; Sekeleni, 2014; Sokabo, 2007). This income can assist women in starting and expanding their enterprises, which will enable them to provide jobs for others in their community.

Ivanka Trump, then senior advisor to the former President of America at GEM-2017, highlighted that "when women work, it creates a unique multiplier effect, women are more likely than men to hire other women and give them access to capital, mentorship, and network. They are more likely to reinvest their income back into families and communities" (Kumar & Patrik, 2018: 68). The rise in women entrepreneurship has a beneficial impact on the GDP and Gross National Income (GNI) of a nation (Misango & Ongiti, 2013). As per available statistics, women who are self-employed, notably in micro and small-sized firms, contribute more than 30% of the nation's GDP (Asad, Hameed, Irfan, Jiang & Naveed, 2020).

Women who launch or manage new small enterprises in the Province not only create jobs for themselves but they also create jobs for others (Hlanyane & Acheampong, 2017; Mdluli, 2020; Nomnga, 2017; Nomnga, 2021). In support, Chimucheka and Magadla (2021) proffer that women's entrepreneurship advances women's professional advancement as well as self-realisation and influences the entrepreneurial mindset of imminent generations. Whereas, Mdluli (2020) advances that women-owned businesses in the Province are increasingly acknowledged as making a significant contribution to social mobility, economic prosperity, and human development. Furthermore, from the survey carried out by Awoyemi (2014), women entrepreneurship contributes significantly to Eastern Cape's Local Economic Development (LED) and can be an additional effective means of boosting economic growth and reducing unemployment.

Pertaining to job creation, Sokabo (2007) found out that women entrepreneurship contributes immensely to the Eastern Cape's rural employment and is quickly replacing the few work options that are available. As such, women's businesses are considered essential to society's development, employment creation, and household income growth (Nomnga, 2021; Franzke, Wu, Froese & Chan, 2022). Sriram and Mersha (2010) posit that women can contribute significantly to economic stability in many nations that are struggling with low GDP generation. Furthermore, by giving women entrepreneurs opportunities, entrepreneurial thinking and entrepreneurship can easily be promoted in light of the current global economic conditions (Tlapana & Mngeni, 2021; Filimonau, Matyakubov, Matniyozov, Shaken & Mika, 2022).

4. Theme 4: Barriers facing women entrepreneurs

Women are establishing enterprises in historic numbers, yet they encounter numerous barriers to entrepreneurship (Hlanyane & Acheampong, 2017). The severity of the effects of these barriers on women varies. However, in underdeveloped economies such as the Eastern Cape Province, the difficulties are more severe.

Existing literature lists a few of the challenges as including; low educational background, a lack of business training, expensive business infrastructure, a strict regulatory environment, business experience, technology and domestic obligations (Chinomona & Maziriri, 2015; Gakobo, 2013; Wu, Li & Zhang, 2019). High production costs, political instability, a lack of an efficient and growing ICT infrastructure, a poor connection to support services, a disconnect between implementation and policy, as well as hostile environments are further challenges (Derera *et al.*, 2020).

Despite the contribution that women entrepreneurs make to economic growth, a number of barriers have been recognised as problems for women entrepreneurs in the literature. These barriers also affect women entrepreneurs in South Africa and the Eastern Cape Province (Awoyemi, 2014; Muchineripi, Chinyamurindi & Chimucheka, 2019). Lack of funding has been identified in the literature on women's entrepreneurship in the Eastern Cape Province as a significant barrier to the expansion and development of women's businesses (Buyambo, 2012; Mbaco, 2012; Nomnga, 2017; Nomnga, 2021; Tola & Chimucheka, 2018; Shava & Chinyamurindi, 2022; Tlapana & Mngeni, 2021). Research has also shown that women business owners in the Province have relatively low turnover, which is mainly caused by poor access to finance. Additionally, the Eastern Cape is one of the South African Provinces with a persistent build-up of socio-economic disadvantage (Baiyegunhi & Fraser, 2011; Olawuyi & Mushunje, 2023). As a result of apartheid, the Province still has a structurally imbalanced economy (Awoyemi, 2014).

The views of families and communities that show a general lack of respect for women as business owners also emerged as a socio-cultural barrier that negatively affects women's entrepreneurship in the Province. Diko (2014) states that The Eastern Cape Province still displays features of being a largely patriarchal society, which in certain instances has resulted in circumstances where women's involvement in business has been undermined because of a culture that favours men. For instance, women struggle to combine domestic and professional responsibilities, making it harder for them to effectively balance between the two roles (Hlanyane & Acheampong, 2017; Mandipaka, 2014; Sekeleni, 2014; Sokabo, 2007). Luvalo (2019) argues that even though South Africa has a constitution that is among the world's most progressive and democratic, patriarchy is a problem that is deeply ingrained not only in the Eastern Cape Province but also in the country.

5. Theme 5: Support required by women entrepreneurs

A study by Mdluli (2020) established that it is crucial to determine whether the support promised by the government to small businesses is sufficient, given the ineffective support services available for women entrepreneurs who own bed and breakfast establishments in the Eastern Cape, particularly in Grahamstown. To increase the resources and competencies of women entrepreneurs, support services and functional systems must be in place so that they can maximise their competitive advantage for their businesses to remain sustainable (Tola & Chimucheka, 2018; Setyaningrum & Muafi, 2022). However, concern should be expressed since it appears that the support services are not adequately fulfilling their mandate because they are not appearing to be reaching women small business owners in the way they should.

Based on the extent literature pertaining to the Eastern Cape Province (Chimucheka & Magadla, 2021; Mdluli, 2020; Nomnga, 2021; Tlapana & Mngeni, 2021; Tola & Chimucheka, 2018), there is evidence that women entrepreneurs need assistance in the crucial areas of access to capital and business skills. Study findings suggest that women enterprises would benefit from training that stresses developing business skills in a competitive environment, the capacity to analyse an industry for possible market possibilities and niches, as well as the capacity to utilise information to strengthen an organisation's competitive edge. Mandipaka (2014) also avers that training and development could help women business owners acquire management abilities, such as those in creating business strategies, marketing, and financial management, which could also close the gap in the discrimination pertaining to financial institutions' awarding of credit. Training may also play a significant role in the development of entrepreneurial skills and has a good impact on the success of women-owned SMMEs (Chimucheka & Magadla, 2021). As such, women entrepreneurs should always take advantage of skills development support programmes offered to enhance their entrepreneurial competencies (Tola & Chimucheka, 2018; Lingappa, Rodrigues & Shetty, 2023).

As earlier indicated, one of the biggest challenges for women business owners in the Eastern Cape Province and South Africa at large is the gender gap in funding. As such, the need for financial support for Eastern Cape's women-owned small businesses was noted as of essence in literature (Buyambo, 2012; Hlanyane & Acheampong, 2017; Mandipaka, 2014; Nomnga, 2017; Sekeleni, 2014; Sokabo, 2007). Other support necessary for women entrepreneurs include; business counselling, pro-women entrepreneurship policies, legal support and support in terms of marketing and promotion of business. Hlanyane and Acheampong (2017) caution that, the economic rift that currently occurs between the Province and other Provinces like the Western Cape and Gauteng, where standards of living are significantly better, will take the Eastern Cape some time to narrow if inadequate support is not given to women-owned businesses.

IV. CONCLUSION

In order to understand the state of the field, literature reviews have been recommended as the number of studies on women entrepreneurs has steadily increased (Vossenbergh, 2013; Yadav & Unni, 2016). One of the main tenets of this article is that, even though our understanding of women's entrepreneurship has grown significantly, not enough research has been done on women entrepreneurs operating in South Africa's poor provinces. There is currently very little literature on women-driven entrepreneurship, and the Eastern Cape Province is no exception (Hlanyane & Acheampong, 2017; Sekeleni, 2014). Resultantly, this review sought to organise and synthesise previous work and pinpoint areas that should be addressed, with a special emphasis on the Eastern Cape Province. The review yielded five ensuing themes relating to women entrepreneurship in the Eastern Cape province: Gender bias within the entrepreneurial discourse, Motivation for women entrepreneurs, Contribution of Women entrepreneurs, Barriers facing women entrepreneurs, and Support required by women entrepreneurs. As such, the study advocates for women's growth and development as entrepreneurs must be fostered and promoted for them to take part in the development of entrepreneurship; otherwise, this would remain a far-fetched dream.

Considering the results of the literature review, it is apparent that In the Eastern Cape Province, assisting women entrepreneurs is essential for social and economic reasons in addition to addressing gender bias. In actuality, the advancement of any country's economy and society depends also on the success of women-owned enterprises (Derera *et al.*, 2020). Therefore, both the provincial and national governments of South Africa should discover ways to unleash the potential of women entrepreneurs and implement policies that improve the performance of women-owned small enterprises in conjunction with the private sector and non-governmental organisations. Particularly, policies supporting economic diversification, as specified in the Provincial Growth and Development Programme (PGDP, 2004-2014), need to be implemented properly. Furthermore, to ensure that women-owned small businesses in the Eastern Cape are effectively managed and prepared for long-term growth, business development programs should be established. The programs should be designed to support the development and sustainability of women-owned small businesses in the Province, help them professionally run while increasing their administrative effectiveness and regulatory compliance. While the study shows interesting results, it also has some limitations. For instance, it is important to point out that the review was only limited to studies conducted in the Eastern Cape Province, which might affect the generalisability of the study findings. Furthermore, women entrepreneurship research in South Africa is still growing, which presented a limit to the number of studies that were used in carrying out the review.

REFERENCES

- Abd El Basset, F., Bell, R. and Al Kharusi, B. (2022). Reducing barriers to female entrepreneurship in Oman: does family matter? *Journal of Enterprising Communities: People and Places in the Global Economy*. [https://doi.org/10.1108/JEC-01-2022-0009]
- Adikaram, A. and Razik, R. (2023). Against all odds: women's motivation to become STEM entrepreneurs in Sri Lanka. *Journal of Business and Socio-economic Development*. [https://doi.org/10.1108/JBSED-09-2022-0101]
- Afshan, G., Shahid, S. and Tunio, M.N. (2021). Learning experiences of women entrepreneurs amidst COVID-19, *International Journal of Gender and Entrepreneurship*, Vol. 13 No. 2, pp. 162-186. [https://doi.org/10.1108/IJGE-09-2020-0153]
- Ahmad, S. (2011). Evidence of the characteristics of women entrepreneurs in the Kingdom of Saudi Arabia: An empirical investigation, *International Journal of Gender and Entrepreneurship*, Vol. 3 No. 2, pp. 123-143. [https://doi.org/10.1108/17566261111140206]
- Ahwireng-Obeng, F. (1993). Gender, entrepreneurship and socio economic reparation in South Africa. *The review of Black political economy*, 22(2), pp.151-165. [https://doi.org/10.1007/BF02689948]
- Aladejebi, O. (2020). 21st century challenges confronting women entrepreneurs in Southwest Nigeria. *Archives of Business Research*, 8(3), pp.261-280. [https://www.researchgate.net/publication/340455800_21st_Century_Challenges_Confronting_Women_Entrepreneurs_in_Southwest_Nigeria/link/5e8b17f4a6fdcca789f84534/download]
- Aliyu, S.M. (2013). An assessment of women entrepreneurship performance in Nigeria. *Malaysian Management Journal*, 17, pp.1-12 [https://e-journal.uum.edu.my/index.php/mmj/article/view/8990]
- Al-Qahtani, M., Fekih Zguir, M., Al-Fagih, L. and Koç, M. (2022). Women entrepreneurship for sustainability: Investigations on status, challenges, drivers, and potentials in Qatar. *Sustainability*, 14(7), p.4091. [https://doi.10.3390/su14074091]

- Andriani, L., Lal, S. and Kalam, A.A. (2022). Entrepreneurial activities and women empowerment in rural India between microfinance and social capital. *Strategic Change*, 31(2), pp.227-237. [https://doi.org/10.1002/jsc.2492]
- Asad, A., Hameed, W.U., Irfan, M., Jiang, J. and Naveed, R.T. (2020). The Contribution of Microfinance Institutes in Women-Empowerment and role of Vulnerability. *Rev. Argent. Clín. Psicol.*, pp.223-238 [https://doi.10.24205/03276716.2020.715]
- Awoyemi, O. (2014). The Participation of Women Entrepreneurs in Local Economic Development in Nelson Mandela Bay (Doctoral dissertation, Nelson Mandela Metropolitan University). [https://vital.seals.ac.za/vital/access/manager/Repository/vital:9179?site_name=GlobalView&view=null&f0=sm_creator%3A%22Awoyemi%2C+Oluwabunmi%22&sort=null]
- Baiyegunhi, L.J.S. and Fraser, G.C.G. (2011). Vulnerability and poverty dynamics in rural areas of Eastern Cape Province, South Africa. *Ghana Journal of Development Studies*, 8(2), pp. 84-100. [DOI: https://dx.doi.org/10.4314/gjds.v8i2.6]
- Baldegger, R., Gaudart, R. and Wild, P., (2020). Global entrepreneurship monitor 2019/2020 (No. REPORT_SBM). School of Management Fribourg [https://www.heg-fr.ch/media/cntnuss4/gem-report_switzerland2019-2020.pdf]
- Bambeni, N., (2013). Challenges faced by the state-funded rural women's co-operatives in reducing poverty in the Mhashe area, Eastern Cape Province (Doctoral dissertation, University of Pretoria). [https://repository.up.ac.za/bitstream/handle/2263/36810/Bambeni_Challenges_2013.pdf?sequence=1&isAllowed=y]
- Banihani, M. (2020). Empowering Jordanian women through entrepreneurship. *Journal of Research in Marketing and Entrepreneurship*, 22(1), pp. 133-144. [https://doi.org/10.1108/JRME-10-2017-0047]
- Banu, J. and Baral, R. (2022). Career choice, growth and well-being of women entrepreneurs' community: insights on driving factors in India. *Journal of Enterprising Communities: People and Places in the Global Economy*, 16(5), pp. 781-807. [https://doi.org/10.1108/JEC-12-2020-0206]
- Booth, A., Sutton, A., Clowes, M. and Martyn-St James, M., (2021). Systematic approaches to a successful literature review. SAGE.
- Botha, M., Nieman, G.H. and Van Vuuren, J.J. (2006). Evaluating the women entrepreneurship training programme: A South African study. *International Indigenous Journal of Entrepreneurship, Advancement, Strategy and Education*, 2(1), p. 1. [https://www.researchgate.net/publication/237775102]
- Bruyat, C. and Julien, P.A. (2001). Defining the field of research in entrepreneurship. *Journal of business venturing*, 16(2), pp.165-180. [https://www.researchgate.net/publication/222705048]
- Buyambo, N. (2012). An Enabling Environment for Women Agri-entrepreneurs in the Tsitsikama Area (Doctoral dissertation, Nelson Mandela Metropolitan University). [https://vital.seals.ac.za/vital/access/manager/Repository/vital:8786?site_name=GlobalView&view=null&f0=sm_creator%3A%22Buyambo%2C+Ntombentsha%22&sort=null]
- Chakraborty, U. and Biswal, S.K. (2022). Psychological empowerment of women entrepreneurs: a netnographic study on twitter. *Management Research Review*, 45(6), pp.717-734. [https://doi.org/10.1108/MRR-01-2021-0046]
- Charles, V. and Gherman, T. (2013). Factors influencing Peruvian women to become entrepreneurs. *World Applied Sciences Journal*, 27(10), pp.1345-1354. [http://www.idosi.org/wasj/wasj27(10)13/17.pdf]
- Chinomona, E. and Maziriri, E.T.(2015). Women in action: Challenges facing women entrepreneurs in the Gauteng Province of South Africa. *International Business & Economics Research Journal (IBER)*, 14(6), pp.835-850. [https://doi.org/10.19030/IBER.V14I6.9487?sid=semanticsscholar]
- Daries, N., Marine-Roig, E., Ferrer-Rosell, B. and Cristobal-Fransi, E., (2021). Do high-quality restaurants act as pull factors to a tourist destination? *Tourism Analysis*, 26(2-3), pp.195-210. [https://doi.org/10.3727/108354221X16079839951466]
- Derera, E. (2011). A review of government initiatives to stimulate women entrepreneurship in South Africa: 1955-2009 (Doctoral dissertation). [https://ukzn-dspace.ukzn.ac.za/handle/10413/9285]
- Derera, E., Croce, F., Phiri, M. and O'Neill, C. (2020)., 'Entrepreneurship and economic empowerment in Zimbabwe: Research themes and future research perspectives', *The Journal for Transdisciplinary Research in Southern Africa* 16(1), a787. [https://doi.org/10.4102/td.v16i1.787]
- Diko, N. (2014). Women in educational leadership: The case of hope high school in the Eastern Cape Province, South Africa. *Educational Management Administration & Leadership*, 42(6), pp.825-834. [https://doi.org/10.1177/1741143214537228]
- Dzisi, S. (2008). Women entrepreneurs in small and medium enterprises (SMEs) in Ghana (Doctoral dissertation, Swinburne University of Technology, Australian Graduate School of Entrepreneurship). [

- <https://researchbank.swinburne.edu.au/file/d0542ed8-6162-4402-9a28-f21b6522a015/1/Smile%20Dzisi%20Thesis.pdf>]
- Eastern Cape Main Budget Speech .(2022). Eastern Cape 2022 budget speech. [Online]. Available at: https://ecsecc.org.za/datarepository/documents/eastern-cape-2022-budget-speech_cyz8f.pdf. [Accessed on: 12/05/2022].
- EC Provincial Website. (2023). The Eastern Cape – home of legends. [Online]. Available at: <https://ecprov.gov.za/the-eastern-cape.aspx>. [Accessed on: 24/08/2023].
- Egere, O.M., Maas, G. and Jones, P. (2022). A critical analysis of the Nigerian entrepreneurial ecosystem on transformational entrepreneurship. *Journal of Small Business Management*, pp.1-32. [https://dx.doi.org/10.1080/00472778.2022.2123109]
- Eriksson, M. and Lindström, B. (2007). Antonovsky’s sense of coherence scale and its relation with quality of life: a systematic review. *Journal of Epidemiology & Community Health*, 61(11), pp.938-944. [http://dx.doi.org/10.1136/jech.2006.056028]
- Erwee, R. (1987). Entrepreneurship as a career option for woman: An overview of research. *South African Journal of Business Management*, 18(3), pp.152-162. [https://hdl.handle.net/10520/EJC-6606664d2].
- Etim, E. and Iwu, C.G. (2019). A descriptive literature review of the continued marginalisation of female entrepreneurs in sub-Saharan Africa. *International Journal of Gender Studies in Developing Societies*, 3(1), pp.1-19. [http://www.inderscience.com/storage/f835711101241962.pdf]
- Etim, E.S., Tengeh, R.K. and Iwu, C.G. (2018). Integration of information and communication technology into women entrepreneurship in Uyo, Nigeria. *Journal of Economics and Behavioural Studies*, 10(4 (J)), pp.118-134. [https://doi.org/10.22610/jeb.v10i4(J).2413]
- Filimonau, V., Matyakubov, U., Matniyozov, M., Shaken, A. and Mika, M. (2022). Women entrepreneurs in tourism in a time of a life event crisis. *Journal of Sustainable Tourism*, pp. 1-23. [https://doi.org/10.1080/09669582.2022.2091142]
- Fiseha, G.G., Kachere, W. and Oyelana, A.A. (2019). The role of rural entrepreneurship in alleviating poverty in the Eastern Cape. *Journal of Human Ecology*, 68(1-3), pp. 203-212. [https://doi.org/10.1108/JEC-01-2021-0016].
- Franzke, S., Wu, J., Froese, F.J. and Chan, Z.X. (2022). Female entrepreneurship in Asia: a critical review and future directions. *Asian Business & Management*, 21(3), pp. 343-372. [https://doi.org/10.1057/s41291-022-00186-2]
- Gakobo, J.M. (2013). Effects of Transformational Leadership and Prior Knowledge on Growth of Women Owned Micro and Small Enterprises in Kasarani Division, Nairobi County, Kenya. Nairobi County. [http://thesisbank.jhia.ac.ke/id/eprint/2584]
- Ghaderi, Z., Tavakoli, R., Bagheri, F. and Pavee, S. (2023). The role of gender equality in Iranian female tourism entrepreneurs’ success. *Tourism Recreation Research*, pp. 1-15. [https://doi:10.1080/02508281.2023.2168857]
- Ghatak, A. and Bhowmick, B. (2021). Should I Start My Own Venture? Moderating Effect of Pull Factors on the Relationship of Push Factors with Women Entrepreneurial Intentions. *Entrepreneurship Research Journal*. [https://doi.org/10.1515/erj-2021-0062].
- Ghouse, S.M., Durrah, O. and McElwee, G. (2021). Rural women entrepreneurs in Oman: Problems and opportunities. *International Journal of Entrepreneurial Behaviour & Research*. [https://doi.org/10.1108/IJEBR-03-2021-0209]
- Górány, Z., Machová, R., Mura, L. and Zsigmond, T., 2021. Entrepreneurship motivation in the 21st century in terms of pull and push factors. *TEM Journal*, 10(1), p.334. [DOI:10.18421/TEM101-42]
- Halkias, D. and Anast, J. (2009). Female immigrant entrepreneurship in South Africa post 1994 a brief review of the literature. *African Journal of Business and Economic Research*, 4(2_3), pp. 25-33. [https://hdl.handle.net/10520/EJC10451]
- Hamann, M. and Tuinder, V. (2012). Introducing the Eastern Cape: A quick guide to its history, diversity and future challenges. Stockholm: Stockholm Resilience Centre, Stockholm University. [https://sapecs.org/wp-content/uploads/2013/11/Eastern-Cape-Background-Report.pdf]
- Hebert, C. (2018). Mind the gap: gender stereotypes and entrepreneur financing. Available at SSRN, 3318245. [https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3318245]
- Hechavarria, D., Bullough, A., Brush, C. and Edelman, L. (2019). High-growth women’s entrepreneurship: Fueling social and economic development. *Journal of Small Business Management*, 57(1), pp.5-13. [https://www.tandfonline.com/doi/abs/10.1111/jsbm.12503]
- Heilman, M.E. and Chen, J.J., (2003). Entrepreneurship as a solution: the allure of self-employment for women and minorities. *Human Resource Management Review*, 13(2), pp. 347-364. [https://doi.org/10.1016/S1053-4822(03)00021-4]

- Henning, S. and Akoob, K. (2017). Motivational factors affecting informal women entrepreneurs in North-West Province. *The Southern African Journal of Entrepreneurship and Small Business Management*, 9(1), pp.1-10. [<https://hdl.handle.net/10520/EJC10451>]
- Hlanyane, T.M. and Acheampong, K.O. (2017). Tourism entrepreneurship: the contours of challenges faced by female-owned BnBs and Guesthouses in Mthatha, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 6(4), pp. 1-17. [http://www.ajhtl.com/uploads/7/1/6/3/7163688/article_50_vol_6__4__2017.pdf]
- Hung, R.Y.Y., (2006). Business process management as competitive advantage: a review and empirical study. *Total quality management & business excellence*, 17(1), pp. 21-40. [<https://doi.org/10.1080/14783360500249836>]
- Irene, B.N.O. (2019). Technopreneurship: a discursive analysis of the impact of technology on the success of women entrepreneurs in South Africa. In *Digital Entrepreneurship in Sub-Saharan Africa* (pp. 147-173). Palgrave Macmillan, Cham. [https://link.springer.com/chapter/10.1007/978-3-030-04924-9_7]
- Jacob, T., Thomas, V.R. and George, G. (2023). Female Entrepreneurship: Challenges Faced in a Global Perspective. In *Female Entrepreneurship as a Driving Force of Economic Growth and Social Change* (pp. 90-110). IGI Global.
- Jalbert, S. E. (2000). *Women Entrepreneurs in the Global Economy*. Washington, DC: Center for International Private Enterprise. [<https://numerons.files.wordpress.com/2012/04/17women-entrepreneurs-in-the-global-economy.pdf>]
- Jennings, J.E. and Brush, C.G. (2013). Research on women entrepreneurs: challenges to (and from) the broader entrepreneurship literature? *Academy of Management Annals*, 7(1), pp.663-715. [<https://doi.org/10.5465/19416520.2013.782190>]
- Kabeer, N. (2021). Gender Equality, Inclusive Growth, and Labour Markets. In *Women's Economic Empowerment* (pp. 13-48). Routledge.
- Kaushal, M.D., Negi, A. and Singhal, M.C. (2014). The gender gap in entrepreneurship and how to overcome it: A study of women entrepreneurship promotion in Uttarakhand State. *Global Journal of Finance and Management*, 6(2), pp.157-164. [http://www.ripublication.com/gjfm-spl/gjfmv6n2_12.pdf].
- Kumar, S. and Patrik, H. (2018). Motivating factors that influence women entrepreneurs. *International Journal of Research in Business Management (IMPACT: IJRBM)* ISSN (P), pp.2347-4572. [<https://www.researchgate.net/publication/346789064>].
- Lingappa, A.K., Rodrigues LR, L. and Shetty, D.K. (2023). Women entrepreneurial motivation and business performance: The role of learning motivation and female entrepreneurial competencies. *Industrial and Commercial Training*, 55(2), pp.269-283. [<https://doi.org/10.1108/ICT-06-2022-0042>]
- Linnenluecke, M.K. (2017). Resilience in business and management research: A review of influential publications and a research agenda. *International Journal of Management Reviews*, 19(1), pp.4-30. [<https://doi.org/10.1111/ijmr.12076>]
- Luvalo, L.M. (2019). Patriarchy and Ubuntu philosophy: the views of community elders in the Eastern Cape Province. *e-Bangi*, 16, pp.1-10. [<https://ejournals.ukm.my/ebangi/article/view/34318/9708>]
- Maas, G. and Herrington, M., (2006). *Global Entrepreneurship Monitor (GEM) South African Report*. Cape Town: University of Cape Town. [https://www.researchgate.net/publication/282859861_Global_Entrepreneurship_Monitor_-_South_African_report_2006]
- Makandwa, G., de Klerk, S. and Saayman, A. (2022). Culturally-based community tourism ventures in Southern Africa and rural women entrepreneurs' skills. *Current Issues in Tourism*, pp.1-14. [<https://doi.org/10.1080/13683500.2022.2052267>]
- Makaula, N. (2021). Eastern Cape is well on its way in Implementing the Economic Recovery Plan. [Online]. Available at: <https://www.linkedin.com/pulse/eastern-cape-well-its-way-implementing-economic-recovery-makaula/> . [Accessed on: 27 November 2022].
- Mandipaka, F. (2014). An investigation of the challenges faced by women entrepreneurs in developing countries: A case of King Williams' Town, South Africa. *Mediterranean Journal of Social Sciences*, 5(27 P3), p.1187. [<https://www.mcser.org/journal/index.php/mjss/article/viewFile/5196/5013>].
- Mandipaka, F. (2014). Overview of women entrepreneurs in South Africa. *Mediterranean Journal of Social Sciences*, 5(9), pp.127-127. [<https://www.richtmann.org/journal/index.php/mjss/article/view/2620>].
- Mbaco, M.M. (2012). *Assessing Funding Availability for Small and Medium Enterprises for Women Entrepreneurs in Nelson Mandela Bay Metro* (Doctoral dissertation, Nelson Mandela Metropolitan University). [<https://core.ac.uk/reader/145047930>].
- McAdam, M., (2013). *Female entrepreneurship*. Routledge.
- McGowan, P., Redeker, C.L., Cooper, S.Y. and Greenan, K. (2012). Female entrepreneurship and the management of business and domestic roles: Motivations, expectations and realities. *Entrepreneurship & Regional Development*, 24(1-2), pp.53-72. [<https://doi.org/10.1080/08985626.2012.637351>].

- Mdluli, L.S. (2020). An investigation of support services available for black female owners of bed & breakfasts in Makhanda (Doctoral dissertation, Rhodes University). [<https://hdl.handle.net/10962/177181>].
- Meyer, N. and Synodinos, C. (2019). Entrepreneurial skills, characteristics and intentions amongst unemployed individuals in the Vaal-Triangle region of South Africa. *Journal of Contemporary Management*, 16(2), pp.1-22. [<https://hdl.handle.net/10520/EJC-16d82b4d9c>].
- Meyer, N., (2018). Research on female entrepreneurship: Are we doing enough? *Polish Journal of Management Studies*, 17. [<https://bibliotekanauki.pl/articles/405131>].
- Minniti, M. and Naudé, W., (2010). What do we know about the patterns and determinants of female entrepreneurship across countries? *The European Journal of Development Research*, 22(3), pp.277-293. [<https://doi.org/10.1057/ejdr.2010.17>].
- Misango, S.B. and Ongiti, O.K., (2013). Do women entrepreneurs play a role in reducing poverty? A case in Kenya. *International Review of Management and Business Research*, 2(1), p.87. [<https://dl.wqtxts1x7le7.cloudfront.net/38334947>].
- Muchineripi, J., Chinyamurindi, W. and Chimucheka, T. (2019). A narrative analysis of barriers encountered by a sample of immigrant entrepreneurs in the Eastern Cape province of South Africa. [<https://repository.nwu.ac.za/handle/10394/35419>].
- Ncube, T.R. and Zondo, R.W., (2018). Influence of self-motivation and intrinsic motivational factors for small and medium business growth: A South African case study. *South African Journal of Economic and Management Sciences*, 21(1), pp.1-7. [<https://doi.org/10.4102/sajems.v21i1.1994>].
- Ngek, N.B., (2018). Challenges and performance of women-owned informal businesses in South Africa: A family embeddedness perspective. In Proceedings, 19th International Academy of African Business and Development Conference (pp. 170-180). [<https://www.researchgate.net/publication/329059872>].
- Ngorora, P.G. and Mago, S. (2018). Prospects of entrepreneurship in South Africa's rural areas: A case study of Eastern Cape Province's Nkonkobe Municipal Area. *African Journal of Hospitality, Tourism and Leisure*, 7(2), pp.1-16. [https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_40_vol_7_2_2018.pdf].
- Ngqangweni, S.S. (2007). Promoting income and employment growth in the rural economy of the Eastern Cape through smallholder agriculture (Doctoral dissertation, University of Pretoria). [<https://repository.up.ac.za/handle/2263/30459>].
- Nguza-Mduba, B. (2020). Intuitive competitive intelligence: the entrepreneurial path to success for small and medium-sized enterprises (SMEs) in the tourism sector in the Eastern Cape Province (Doctoral dissertation). [<https://ukzn-dspace.ukzn.ac.za/handle/10413/20325>].
- Nomnga, V.J. (2017). Unlocking the potential of women entrepreneurs in the tourism and hospitality industry in the eastern Cape Province, South Africa. *Journal of Economics and Behavioral Studies*, 9(4 (J)), pp.6-13. [[https://doi.org/10.22610/jebs.v9i4\(J\).1817](https://doi.org/10.22610/jebs.v9i4(J).1817)].
- O'neill, R.C. and Viljoen, L. (2001). Support for female entrepreneurs in South Africa: Improvement or decline? *Journal of Consumer Sciences*, 29. [<https://www.ajol.info/index.php/jfec/article/view/52807>].
- Ojong, V.B.A. (2005). Entrepreneurship and identity among a group of Ghanaian women in Durban (South Africa) (Doctoral dissertation, University of Zululand). [<https://uzspace.unizulu.ac.za/handle/10530/199>].
- Olawuyi, S.O. and Mushunje, A. (2023). Distribution pattern of households' income inequality in Eastern Cape, South Africa: Application of regression-based decomposition of inequality. *International Journal of Research in Business and Social Science* (2147-4478), 12(5), pp.237-247. [<https://doi:10.20525/ijrbs.v12i5.2548>].
- Orhan, M. and Scott, D., (2001). Why women enter into entrepreneurship: an explanatory model. *Women in management review*. [<https://doi.org/10.1108/09649420110395719>].
- Osirim, M.J. (2001). Making good on commitments to grassroots women: NGOs and empowerment for women in contemporary Zimbabwe. In Women's studies international forum (Vol. 24, No. 2, pp. 167-180). Pergamon. [[https://doi.org/10.1016/S0277-5395\(01\)00154-6](https://doi.org/10.1016/S0277-5395(01)00154-6)].
- Özşungur, F. (2019). A research on women's entrepreneurship motivation: Sample of Adana Province. In Women's Studies International Forum (Vol. 74, pp. 114-126). Pergamon. [<https://doi.org/10.1016/j.wsif.2019.03.006>].
- Parpart, J.L. (2013). Choosing silence: Rethinking voice, agency and women's empowerment. In Secrecy and silence in the research process (pp. 34-48). Routledge. [<https://www.taylorfrancis.com/chapters/edit/10.4324/9780203927045-10/7-telling-bipasha-ahmed>].
- Phillips, M., Moos, M. and Nieman, G. (2014). The impact of government support initiatives on the growth of female businesses in Tshwane South Africa. *Mediterranean Journal of Social Sciences*, 5(15), pp.85-85. [<https://www.richtmann.org/journal/index.php/mjss/article/view/3210>].

- Podsakoff, P., MacKenzie, S., Bachrach, D. and Podsakoff, N. (2005). 'The influence of management journals in the 1980s and 1990s', *Strategic Management Journal*, Vol. 26, No. 5, pp.473-488. [<https://doi.org/10.1002/smj.454>].
- Rashid, S. and Ratten, V. (2020). A systematic literature review on women entrepreneurship in emerging economies while reflecting specifically on SAARC countries. *Entrepreneurship and organizational change*, pp.37-88. [https://link.springer.com/chapter/10.1007/978-3-030-35415-2_4].
- Rena, R. (2016). Women and Entrepreneurship Development—The Case of South Africa. In *Introduction to Gender Studies in Eastern and Southern Africa* (pp. 177-195). Brill. [https://link.springer.com/chapter/10.1007/978-94-6300-558-6_10]
- Robinson, J. (2015). Fragments of the past: Homeland politics and the South African transition, 1990–2014. *Journal of Southern African Studies*, 41(5), pp.953-967. [<https://doi.org/10.1080/03057070.2015.1064297>]
- Rungani, E.C. and Potgieter, M. (2018). The impact of financial support on the success of small, medium and micro enterprises in the Eastern Cape Province. *Acta Commercii*, 18(1), pp.1-12. [<https://journals.co.za/doi/abs/10.4102/ac.v18i1.591>]
- Sappleton, N.A., (2014). The segregation stereotyping bind: social networks and resource acquisition among men and women business owners in gender typical and atypical sectors (Doctoral dissertation, Manchester Metropolitan University). [https://e-space.mmu.ac.uk/332952/1/Final%20thesis_Sappleton.pdf].
- Sekeleni, N. (2014). Women-driven entrepreneurship within the information and communication technology sector: a grounded analysis of small, micro, and medium enterprises in the Eastern Cape Province (Doctoral dissertation). [<https://core.ac.uk/download/pdf/43176958.pdf>].
- Setyaningrum, R.P. and Muafi, M. (2022). The effect of creativity and innovative behaviour on competitive advantage in womenpreneur. *SA Journal of Human Resource Management*, 20, p.9. [<https://sajhrm.co.za/index.php/sajhrm/article/view/2069/3124>]
- Shava, H. and Chinyamurindi, W. (2022). Barriers of growth within an informal sector business: narratives of women subsistence entrepreneurs in South Africa. *African Journal of Economic and Management Studies*. [<https://doi.org/10.1108/AJEMS-08-2021-0354>]
- Sokabo, N. (2007). Identification and analysis of the factors that influence the development of female entrepreneurs in the informal sector (Doctoral dissertation). [<https://open.uct.ac.za/handle/11427/12753>].
- Solesvik, M., Iakovleva, T. and Trifilova, A. (2019). Motivation of female entrepreneurs: a cross-national study. *Journal of Small Business and Enterprise Development*. [<https://doi.org/10.1108/JSBED-10-2018-0306>]
- Sriram, V. and Mersha, T. (2010). Stimulating entrepreneurship in Africa. *World Journal of Entrepreneurship, Management and Sustainable Development*. [<https://doi.org/10.1108/20425961201000020>]
- Storey, D.J. and Greene, F.J. 2010. *Small business and entrepreneurship*. Pearson.
- Swartz, E., Scheepers, C. and Amatucci, F. (2022). Women entrepreneurs creating value in a democratic South Africa-emerging beyond the informal sector. In *Research Handbook of Women's Entrepreneurship and Value Creation*. Edward Elgar Publishing. [<https://doi.org/10.4337/9781789901375.00027>]
- Swartz, E.M., Amatucci, F.M. and Marks, J.T. (2019). Contextual embeddedness as a framework: the case of entrepreneurship in South Africa. *Journal of Developmental Entrepreneurship*, 24(03), p.1950018. [<https://doi.org/10.1142/S1084946719500183>]
- Swartz, E.M., Scheepers, C.B. and Toefy, T. (2022). Women entrepreneurs' opportunity identification of digital platform start-ups: emerging evidence from South Africa. *International Journal of Gender and Entrepreneurship*, 14(3), pp.352-374. [<https://doi.org/10.1108/IJGE-06-2021-0096>]
- Tende, S.B. (2016). The impact of women entrepreneurs towards national development: selected study on Taraba state. In *Information and Knowledge Management* (Vol. 6, No. 6, pp. 30-43). [<https://iiste.org/Journals/index.php/IKM/article/view/31034/0>]
- Tetana, T. (2016). Assessing the risk factors of Coronary heart disease among rural adults in the Joe Gqabi District: Eastern Cape. (Masters). [<https://core.ac.uk/download/pdf/270044069.pdf>]
- Thareja, R. and Kumar, V. (2014). What makes women to enter into entrepreneurship? *Academicia: An international multidisciplinary research journal*, 4(6), pp.158-170. [<https://www.indianjournals.com/ijor.aspx?target=ijor:aca&volume=4&issue=6&article=016>]
- Tlapanana, T. and Mngeni, Z. (2021). The challenges faced by African females in the construction industry. evidence from a selected metropolis of the Eastern Cape. *Modern Management Review*, 26(4), pp.107-117. [<https://doi.org/10.7862/rz.2021.mmr.28>]
- Tola, Z. and Chimucheka, T. (2018). The importance of entrepreneurial competencies on the performance of women entrepreneurs in South Africa. *Journal of Applied Business Research* (JABR), 34(2), pp.223-236. [DOI <https://doi.org/10.19030/jabr.v34i2.10122>].

- Van der Merwe, M. and Nieman, G.H. (2003). Women entrepreneurs and their needs in terms of financial assistance and products and services offered by commercial banks in South Africa. Measuring the effectiveness of the women entrepreneurship programme on potential, start-up and established women entrepreneurs in South Africa. *South African Journal of Economic and Management Sciences*, 10(2), pp.163-183.
- Venkataraman, S. (2019). The distinctive domain of entrepreneurship research. In *Seminal ideas for the next twenty-five years of advances*. Emerald Publishing Limited.
- Visser, B.L.,(2020). Women entrepreneurship development in South Africa: Towards transformative innovation. (Masters) [Stellenbosch University <https://scholar.sun.ac.za>]
- Welsh, D.H., Memili, E. and Kaciak, E., (2016). An empirical analysis of the impact of family moral support on Turkish women entrepreneurs. *Journal of Innovation & Knowledge*, 1(1), pp.3-12. [<https://doi.org/10.1016/j.jik.2016.01.012>]
- Wu, J., Li, Y. and Zhang, D., (2019). Identifying women's entrepreneurial barriers and empowering female entrepreneurship worldwide: a fuzzy-set QCA approach. *International Entrepreneurship and Management Journal*, 15(3), pp.905-928. [<https://doi.org/10.1007/s11365-019-00570-z>]
- Wube, M.C., (2010). Factors affecting the performance of women entrepreneurs in micro and small enterprises. Retrieved May, 18(2013). [<https://unevoc.unesco.org/e-forum/thesis%20final.pdf>]