

6. The unfulfilled promise of feminist research in entrepreneurship studies

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INTRODUCTION

Women entrepreneurs play a crucial role in the socioeconomic growth of nations by growing the GDP and creating jobs, which in turn helps to alleviate poverty and social exclusion (Cardella et al., 2020; De Vita et al., 2014; Serrano-Pascual and Carretero-García, 2022). Accordingly, this theme has gained attention from academics (Boddington, 2024; Foss et al., 2019; Hjorth et al., 2018; Holm & Beyes, 2022; Owalla & Al Ghafri, 2020). Unfortunately, in spite of the ensuing great attention, there is not an equal use of feminist approaches to study the issue.

Both *doing business* and *doing gender* are social practices. However, *doing gender* is more prevalent than *doing business* due to the general perception that people's bodies determine their gender rather than their actions (Bruni et al., 2004). If the characteristics of entrepreneurs in literature are inherently associated with masculinity (the entrepreneur as the solitary hero, the patriarch, and the conqueror of uncharted territories), then even studies that have focused on women entrepreneurs have unwittingly contributed to a process of *othering* the non-male, rendering masculinity invisible while upholding a model of economic rationality that is purported to be agendered and universal (Bruni et al., 2004). Moreover, even when women-led firms have been brought up, they are often written off as inconsequential due to their perceived small size or association with low-impact industries (such as services and retail) that hinder overall economic growth (Getchell & Beitelspacher, 2020). As a consequence, most of the studies involve generalizations of studies conducted on men that are mistakenly assumed to be applicable to women (Ferraro et al., 2023).

Given that gender is believed to have a significant impact on entrepreneurship (Galloway et al., 2015), feminist theory can shed light on and improve our understanding of it (Huq et al., 2020). Feminist theory encompasses a diverse range of perspectives that examine gender-based inequalities and

advocate for gender equity. It seeks to understand the social, political, economic, and cultural factors that contribute to the oppression and marginalization of women and other marginalized genders. Feminist theory aims to challenge and dismantle patriarchal systems of power and privilege. Feminist theory can encompass various strands, including liberal feminism, radical feminism, Marxist feminism, intersectional feminism, and postcolonial feminism, neoliberal feminism, among others, each offer distinct frameworks for understanding and addressing gender-based oppression and inequality (see, for example, Dean et al. 2019; Donelson 1999; Matlin 2012; Ogletree, Diaz, and Padilla 2019; Colley and White 2019; Grosser and McCarthy 2019).

The objective of this systematic literature review is to comprehend for the first time how feminism and entrepreneurship are treated within the top 50 leading journals in “Scimago Journal and Country Rank” in the fields of “Business Management and Accounting” and “Strategy and Management”. This ranking establishes the foundation for comprehending widely accepted theories, practices, and empirical contexts in the field. It offers temporal insights into the power dynamics that shape conventional norms in esteemed management and organization studies and impact assessments of “outstanding” knowledge.

I found 11 articles relevant to my review. I encountered three distinct reviews, one systematic (Calás et al., 2009) and two non-systematic (Dean et al., 2019; Morgan & Pritchard, 2019); however, these reviews’ scope and outcomes differ from my study. The main focus of the review by Calás et al. (2009) is the need for new theoretical frameworks to comprehend the various ways entrepreneurship can spark social change. The principal objective of Morgan and Pritchard’s (2019) review is to formulate hypotheses concerning the future of gender-related research and the employment prospects for women within the hospitality industry. The “underperformance hypothesis” by Dean et al. (2019) posits that women entrepreneurs, evaluated by conventional economic metrics, often exhibit lower success levels.

I argue that new waves of feminism seem to have a limited impact on the literature, leading to a prevalence of men’s perspectives and experiences (Bell et al., 2019). Topics such as feminism and entrepreneurship seem to be perceived as unconventional or exceptional (N. Butler & Spoelstra, 2014; Mañana-Rodríguez, 2015; Murugan & Ravi, 2016). I argue how the dominant scientific community is resistant to feminist ways of knowing entrepreneurship. My contention is that feminism’s marginalization and reticence to be heard are rooted in its capacity to shake up the current social order of knowledge creation, which is based on publishing in elite journals and benefits an oppressed minority. By drawing attention to this pattern of exclusion, I can challenge established norms and encourage researchers to re-evaluate what it means to be normal (Rumens et al., 2019).

MATERIALS AND METHODS

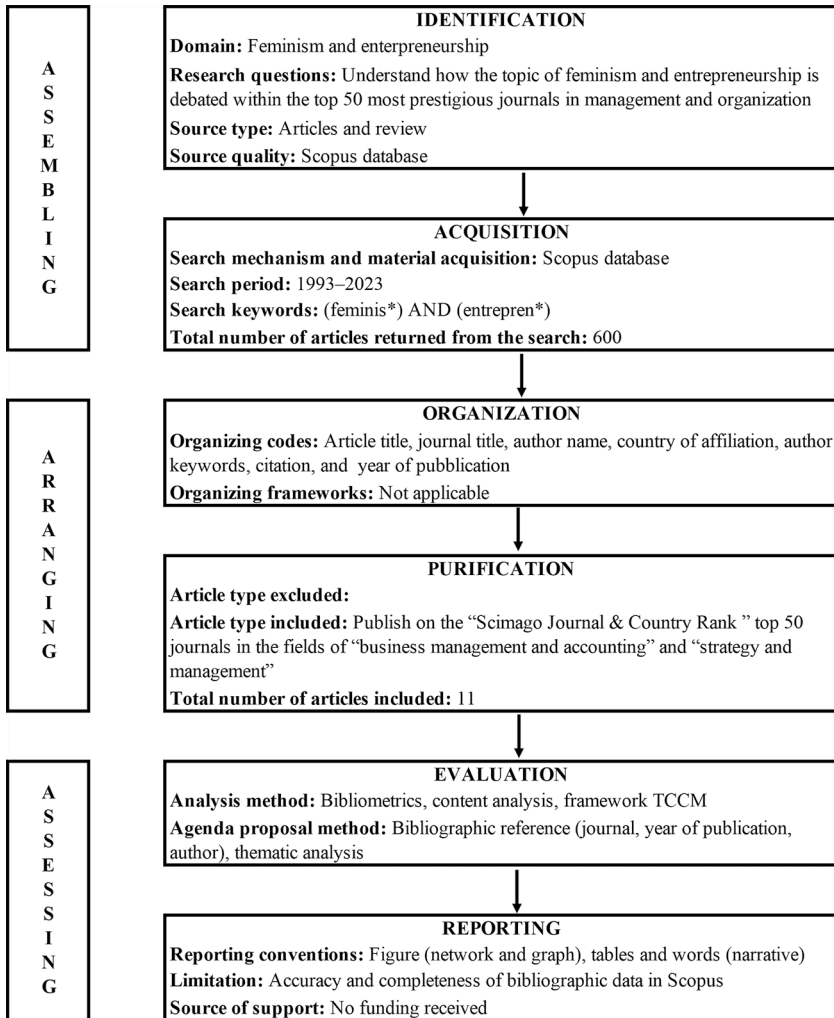
I establish a structured approach and I opted for the SPAR-4-SLR review method. The SPAR-4-SLR process comprises three main stages: assembling (involving *identification* and *acquisition*), arranging (involving *organization* and *purification*), assessing (involving *evaluation* and *reporting*) (Paul et al., 2021; Sreenivasan & Suresh, 2023) (Figure 6.1).

Assembling

Tasks involve selecting source quality, type, research questions, review domain, and gathering articles (Paul et al., 2021). (**Identification**) I decided on the topic of the review, that is feminism and entrepreneurship. I considered both articles and reviews. I utilized the Scopus database for source quality assessment due to its comprehensive coverage and rigorous indexing standards compared with other databases (Donthu et al., 2021). Furthermore, prior studies have demonstrated that simultaneously using additional relevant databases does not increase the number of pertinent documents due to database duplication (Harzing & Alakangas, 2016). (**Acquisition**) I employed the following search criteria in the title, abstract, and keywords: *feminis** AND *entrepren**. Articles were searched on September 11, 2023 and, in total, 600 documents were found.

Arranging (*Organization*)

I employed a number of criteria to classify and organize the collected data. These criteria include article title, journal title, author name, country of affiliation, author keywords, citations, and year of publication. However, it should be noted that no specific organizational frameworks were applied at this stage of the method. (**Purification**) I used “Scimago Journal and Country Rank” to identify the top 50 journals in the fields of “Business management and accounting” and “Strategy and management” and limited my study to these journals (Gomes et al., 2016). These journals establish the parameters of the prevailing epistemic community and encapsulate theories, methodologies, and empirical contexts that form the foundation for discerning what holds legitimacy and value within the discipline (Bell et al., 2019). Furthermore, they serve as markers that reflect the socio-historical and geo-political power dynamics of specific periods. These dynamics, in turn, influence assessments of what is deemed *excellent* knowledge and the degree to which it is perceived as both theoretically and practically valuable (N. Butler & Spoelstra, 2014; Mañana-Rodríguez, 2015; Murugan & Ravi, 2016). Journal rankings play



Source: Own elaboration.

Figure 6.1 Representation of the SPAR-4-SLR protocol

a crucial role in shaping the conditions under which we conduct our job as knowledge producers. They demonstrate the impact of audit cultures and professional measures on certain disciplines and performance (Bell et al., 2019). Therefore, they have a significant influence on determining the accepted

standards of knowledge creation in a field. At the same time, they categorize work that does not adhere to these standards as not relevant, deviant, aberrant, or different (Bell et al., 2019). I specifically examine publications published in prominent journals that directly address feminism and entrepreneurship, in order to demonstrate the limitations imposed on feminism and entrepreneurship within this discipline. These journals cover a wide range of topics relevant to entrepreneurship, including management, business strategy, innovation and organizational development. This ensures that discussions on feminism and entrepreneurship can be placed in the broader context of business practices.

Restricting the analysis to the top 50 journals in the fields of “Business management and accounting” and “Strategy and management” I selected 11 articles spanning the years 2009 to 2022.

Assessing (Evaluation)

The study employs bibliometric analytical techniques (Donthu et al., 2021) as a means of reducing biases to evaluate and analyze the final set of 11 publications. I use content analysis with the TCCM framework to look closely at and highlight the theoretical foundations (T), context (C), characteristics (C), and methodology (M) of the domain through literal coding (Khatri & Duggal, 2022; Paul & Rosado-Serrano, 2019).

This framework facilitates the identification and organization of relevant information on theoretical approaches, data sources, relevant journals for publication, contexts of interest, origin and evolution, commonly used related concepts, study designs, and techniques of analysis. Due to its comprehensibility and adaptability, this framework is extensively utilized in recent review papers (Paul et al., 2023). (**Reporting**) The method for review adopts presentation conventions that include the use of figures, tables, and words.

RESULTS

Bibliographic Reference (Journal, Year of Publication, Author)

The 11 selected articles, three of which are literature reviews, span 2009 to 2022 and draw from six different sources (Table 6.1). *Academy of Management Review*, *Organization Studies*, *International Journal of Hospitality Management* and *International Journal of Management Reviews* each have one article relevant to the review; *Human Relations* published three articles, and the journal *Organization* stands out with four articles.

I have contributions from 24 authors. Interestingly, most of these collaborations involve international co-authorships, accounting for one out of three. The United Kingdom has the highest frequency, with 13 authors; the United

Table 6.1 Selected articles

Authors	Year	Title
Calás M. B., Smircich L., Bourne K. A.	2009	Extending the boundaries: Reframing “entrepreneurship as social change” through feminist perspectives
Baikovich A., Wasserman V., Pfefferman T.	2022	“Evolution from the inside out”: Revisiting the impact of (re)productive resistance among ultra-orthodox women entrepreneurs
Chatterjee S.	2020	A suitable woman: The coming-of-age of the “third world woman” at the bottom of the pyramid: A critical engagement
Sullivan K. R., Delaney H.	2017	A femininity that “giveth and taketh away”: The prosperity gospel and postfeminism in the neoliberal economy
Treanor L., Marlow S.	2021	Paws for thought? Analysing how prevailing masculinities constrain career progression for UK women veterinary surgeons
Morgan N., Pritchard A.	2019	Gender matters in hospitality (invited paper for “luminaries” special issue of <i>International Journal of Hospitality Management</i>)
Dean H., Larsen G., Ford J., Akram M.	2019	Women entrepreneurship and the metanarrative of economic growth: A critical review of underlying assumptions
Ahl H., Marlow S.	2012	Exploring the dynamics of gender, feminism and entrepreneurship: Advancing debate to escape a dead end?
Martinez Dy A., Martin L., Marlow S.	2018	Emancipation through digital entrepreneurship? A critical realist analysis
Pecis L., Berglund K.	2021	Hidden in the limelight: A feminist engagement with innovation studies
Bryson A., Dempsey S. E.	2017	Entrepreneurial reproductive labor as alternative economic practice: The ambivalent discourse of seasonal consignment sales

Source: Own elaboration.

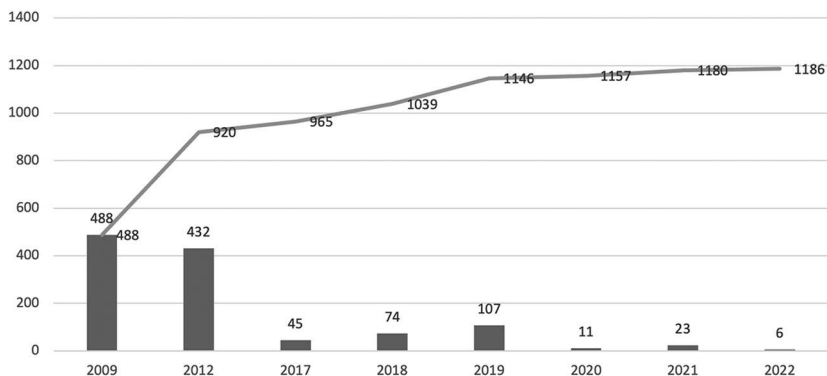
States follows with six authors; Israel and Sweden have three authors each; New Zealand is represented with one author.

The predominance of women authors (22 out of 24) may suggest a growing commitment and awareness among women researchers to shape a more comprehensive and inclusive narrative regarding the impact of gender dynamics in entrepreneurship.

A few authors have high h-index values and a sizable number of publications, indicating that they have had in-depth discussions of the connection between feminism and entrepreneurship in their established and advanced careers.

The publications are equally distributed over time. Despite being published in top-tier journals, where one would anticipate excellent visibility, the actual citations count per article (a modest 107.8) and in total is comparatively low (Figure 6.2). This suggests a lower-than-expected level of visibility and impact for the research concerning entrepreneurship and feminism.

The two most cited articles, Calás et al. (2009) with 488 and Ahl and Marlow (2012) with 432, are one review and one conceptual, highlighting the recognition and appreciation of the scientific community for relevant theoretical contributions. It is interesting to note that qualitative articles, despite their methodological importance and empirical depth, show a tendency to receive a relatively low number of citations (Baikovich et al., 2022; Bryson & Dempsey, 2017; Martinez Dy et al., 2018; Pecis and Berglund, 2021; Sullivan & Delaney, 2017; Treanor & Marlow, 2021). This is due, in part, to the inherent challenge of communicating and disseminating qualitative findings, which may be more difficult to quantify than conceptual research. The low citation could also be influenced by the variety of topics covered in such studies, which may be more specific and targeted, thus reaching a more limited audience than more conceptual works that may cover broader themes.



Source: Own elaboration.

Figure 6.2 *Total citations by year and cumulative*

Framework TCCM

To address potential limitations, a thorough examination is conducted with TCCM analysis where (T) denotes theories, emphasizing the theoretical foundations, (C) signifies context, encompassing contextual aspects such as geographies and sectors, (C) spotlights characteristics, and (M) represents methodologies, focusing on research designs and analysis methods (Khatri & Duggal, 2022; Paul & Rosado-Serrano, 2019) (Appendix).

THEORIES (T)

A complex and nuanced picture of gender dynamics in entrepreneurship and social contexts emerges: feminism serves as a conceptual framework.

Two studies investigate the intersectionality of feminist and entrepreneurial theories within the religious context. Baikovich et al. (2022) employ transnational feminism, challenging Western feminist theory. They explore the experiences of religious women, emphasizing subjective interpretations of oppression and agency resistance. Entrepreneurship is seen as a means for religious women to gain agency and disrupt men's domination.

Sullivan and Delaney (2017) define postfeminist theory as a cultural discourse intertwined with neoliberalism, influencing gender norms and ideals of femininity. This discourse, aligned with neoliberal ideology, advocates for reduced government regulation to stimulate economic growth. Neoliberalism and postfeminism collaborate to redefine femininity and feminism, promoting ideals of the "entrepreneurial self" and promising success to those embodying entrepreneurial attitudes.

Another strand of connections emerges in the critical analysis of the capitalist-patriarchal approach. Bryson and Dempsey (2017) and Pecis and Berglund (2021) offer valuable insights. Bryson and Dempsey (2017) focus on reproductive labor, emphasizing its value within feminist theories and its contested position in alternative economies compared with contemporary capitalism. They recognize reproductive labor as crucial to the feminist struggle, shedding light on gender dynamics within entrepreneurial contexts. Similarly, Pecis and Berglund (2021) introduce the concept of capitalist patriarchy, emphasizing the interconnection between the capitalist economic system and patriarchal structures. They highlight how gender and economic inequalities mutually influence each other and they consider intersectionality by examining the interconnectedness of social categories such as race, gender, and class, thereby emphasizing the complexity of human experiences. In addition, Martinez Dy et al., (2018) draw on several theories, Latour's actor-network theory and neoliberalism integrate entrepreneurial theories with the intersectional feminist approach. They also introduce the critical realist perspective, which helps to

develop an alternative ontology for understanding entrepreneurship in more depth.

Treanor and Marlow (2021) consider the representation of masculinity in entrepreneurship and business contexts, influencing women's opportunities, using a feminist-theoretical perspective. Masculine corporate discourses perpetuate male dominance, reinforcing gender biases and hindering women's entrepreneurship.

Treanor and Marlow (2021) and Pecis and Berglund (2021) emphasize the active role of the state in entrepreneurship, emphasizing the importance of redistributive justice. They used Mazzucato's theory and Fraser's approach. Fraser (2000) focuses on redistributive justice, highlighting the importance of addressing economic and social inequalities through policies and practices that aim for a more equitable distribution of resources.

The final two articles are conceptual. Chatterjee (2020) employs three interconnected theoretical frameworks to offer a critical perspective on the base of the pyramid proposal (Prahalad, 2006). First, Foucault's concept of "problematization" is utilized, examining how poor third-world women become objects of inquiry within the base of the pyramid domain and highlighting the link between power and knowledge. Second, feminist critiques of development narratives are employed to challenge the normalization of poor third-world women as easily engaged groups in development initiatives, often for neoliberal purposes. The complexities of women's agency and empowerment are explored, focusing on power relations related to class, gender, and race that influence knowledge production. Last, the article draws on the Marxist concept of "immaterial labor," analyzing how base-of-the-pyramid entrepreneurial enterprises incorporate and mobilize poor third-world women to produce intangible goods such as care, affection, and communication. Ahl and Marlow (2012) adopt the theoretical framework known as "post-structuralism," with a marked focus on feminist critique. Post-structuralism opposes the idea of structure and stability in social analyses, asserting that identities, meanings, and institutions are dynamically constructed through social practices and discourses. This view fits with a feminist critique, focusing on gender inequalities and stereotypical representations of women. Feminist epistemology is invoked to examine how women and their experiences are considered in knowledge production, questioning objectivity and patriarchal assumptions in research.

CONTEXT (C)

The concept of gender as "the process through which differences based on presumed biological sex are defined, imagined, and become significant in specific contexts" is largely influenced by Butler's (1996) perspective on gender as performance and highlights how gender can change depending on the situation.

Nightingale (2006) and other feminists stress the importance of everyday practices in place as a site of development for processes that form gender, which are, in turn, influenced by other dimensions of difference and have a territorial basis. Consequently, gender is understood and practiced differently in different parts of the world and even among different groups of women within the same country (Pratt & Hanson, 1994).

The analysis reveals that the intersection of entrepreneurship and feminism is not addressed in a broad, general manner; instead, it is consistently examined in highly specific contexts. The articles explore the experiences and challenges of women entrepreneurs in diverse geographic contexts and industries. Some authors focus on ultra-Orthodox Jewish women entrepreneurs (Baikovich et al., 2022), while others interview digital entrepreneurs in England and Scotland (Martinez Dy et al., 2018) and female veterinarians in the United Kingdom (Treanor & Marlow, 2021). Still others examine issues related to entrepreneurship and gender through the analysis of specific industries, such as seasonal consignment sales and network marketing (Bryson & Dempsey, 2017). Sullivan and Delaney (2017) focus on network marketing and Arbonne's role in defining gender and Christianity in several countries, including Canada, Australia, Poland, the United Kingdom, and Taiwan. In addition, some scholars use cinematic sources, such as the film *Hidden Figures*, to illustrate women's work experiences in particular contexts, such as that of NASA during the space race (Pecis and Berglund, 2021). Each article focuses on distinct issues, showcasing a nuanced exploration of the theme within particular situations or circumstances. This approach highlights the multifaceted relationship between entrepreneurship and feminism, emphasizing its varied applications in different scenarios.

CHARACTERISTICS (C)

Within the realm of characteristics, various studies focus on the multifaceted dimensions of resistance and gender dynamics among women entrepreneurs.

A recurring theme of productive resistance is evident in ultra-Orthodox Jewish women entrepreneurs (Baikovich et al., 2022) and women evangelical figures (Sullivan & Delaney, 2017). Both studies highlight how women face restrictions imposed by religious patriarchal norms, adopting different forms of resistance to promote social changes related to women's rights. The gender-related changes initiated by women's resistance varied in their implications, addressing different recipients and challenging aspects of gender domination, including prescribed appearances, behaviors in public and private spheres, and basic rights.

Gender dynamics are an important thread in the conclusions drawn by Bryson and Dempsey (2017) and Treanor and Marlow (2021). The complexity

of reproductive labor and its gendered dynamics highlight both challenges and recurring trends. It highlights how labor practices are influenced by neoliberal ideals that can reinforce gender divisions and promote concepts such as “mom-preneurship” and moralized consumption. It also points out how the absence of social welfare policies can contribute to patriarchal structures within the work environment. Despite these challenges, the political potential in reaffirming the value of reproductive labor and challenging its undervaluation in capitalism is also recognized.

A shared critique of neoliberalism emerges clearly in several contexts. Bryson and Dempsey (2017) highlight how neoliberal ideals influence gender dynamics, while Martinez Dy et al. (2018) dismantle the assumption that digital entrepreneurship automatically levels the field, revealing new inequalities and advocating a shift from uncritical assumptions, emphasizing the need to address both structural and individual conditions for successful digital entrepreneurship.

On one side, an inclusive feminist perspective emerges from Pecis and Berglund (2021), who propose a feminist framework for exploring innovation; on the other side Ahl and Marlow (2012) criticize the lack of feminist perspectives in the business field, emphasizing the need for a broader discussion.

Chatterjee (2020) talks about how important it is to understand women’s roles in global poverty management in a more nuanced way, how power affects entrepreneurship, and how it is important for people from different fields to talk about the problems with using business to solve poverty.

METHODOLOGY (M)

Research methodologies reflect distinct approaches. Martinez Dy et al. (2018) adopt the DREI(C) method. They use thematic, intersectional, and contrastive analytical techniques to inform the comparative case method. Bryson and Dempsey (2017), in contrast, focus on detailed analyses of data sources. Other authors, such as Baikovich et al. (2022), use interpretive analysis methodologies to uncover hidden meanings through repetitive patterns. Data collection involves interviews, and the approach is open but systematic, allowing the identification of key themes and theoretical frameworks. Pecis and Berglund (2021) integrate vignettes from the film *Hidden Figures* with episodes of contemporary innovation, using a narratological structure divided into three acts and a critical analysis of the narratives. Treanor and Marlow (2021) adopt semi-structured interviews and thematic data analysis. Sullivan and Delaney (2017) rely on a discursive perspective, with an abductive analysis of the narratives that emerge, identifying characteristics of evangelical entrepreneurial womanhood.

In all these approaches, a focus on understanding social and gender dynamics in entrepreneurship emerges, using mostly qualitative methodologies to explore participants' experiences and perspectives.

Specific Research Agenda

The proposal of a detailed and specific research agenda emerges from the analysis of various articles that explore feminism dynamics in entrepreneurship through different feminist theories. The studies reviewed addressed a variety of contexts, highlighting how women entrepreneurs confront and resist patriarchal norms, using entrepreneurship as a means to gain agency and challenge male domination. However, the existing literature also highlights some gaps and areas in the top management journals that need further investigation.

The articles highlight that the concept of gender is contextual and changes depending on the situation and place and is influenced by everyday practices and different dimensions of difference. The experiences of women entrepreneurs are examined in specific geographic contexts and sectors, showing the complexity of gender and entrepreneurship dynamics in various scenarios.

A first proposal is to extend the study of feminism in entrepreneurship to contexts and industries that are still underexplored. Many of the articles analyzed focus on specific contexts such as ultra-Orthodox women and digital entrepreneurs. Expanding these studies to less studied contexts, such as Indigenous women entrepreneurs, women in conflict zones, and in developing countries, could provide a more complete understanding of global dynamics.

Another proposal is to conduct longitudinal studies to observe the evolution of gender dynamics and resistance strategies over time. While many current studies in the top management journals offer only snapshots in time, longitudinal research can capture the dynamic changes and long-term effects of entrepreneurial activities on gender relations.

The articles explore different feminist theories. The literature highlights how women entrepreneurs confront and resist patriarchal norms, using entrepreneurship as a means to gain agency and challenge male domination. So, it would be useful to carry out comparative studies between different feminist theories, such as liberal feminism and transnational feminism, in various business contexts. Analyzing how different feminist frameworks influence entrepreneurial practices and outcomes in different cultures can reveal valuable insights and help to tailor support mechanisms for women entrepreneurs in different cultural contexts.

Gender dynamics and productive resistance emerge as recurring themes, with studies highlighting how women cope with restrictions imposed by religious and neoliberal patriarchal norms. So, intersectionality in entrepreneurship is another crucial topic that deserves more attention. Investigating how

intersecting identities, such as gender, race, and class, influence entrepreneurial opportunities, challenges, and outcomes could uncover complex layers of inequality and provide a basis for more inclusive and effective policy interventions.

In addition, assessing the impact of state policies and interventions in the field of entrepreneurship on gender dynamics is another promising field of research. Identifying which policy interventions have been effective in promoting gender equality in entrepreneurship can guide future policy and its implementation.

Finally, with the rise of digital entrepreneurship, it is crucial to understand gender dynamics in this emerging field. Digital technologies and social media offer new opportunities and challenges for women entrepreneurs, and understanding how these technologies affect gender inequality is key to promoting more inclusive digital economies.

Most of the studies conducted in the top management journals are qualitative, so for future methodologies I suggest the use of mixed methods research approaches that combine qualitative and quantitative data to provide a more complete picture of gender dynamics in entrepreneurship. For example, surveys can collect quantitative data on a large scale, while in-depth interviews can provide valuable qualitative insights.

Participatory research, which involves participants as co-researchers, can ensure that the research is relevant and beneficial to the communities studied. Additionally, ethnographic studies, which involve immersing researchers in the daily lives of women entrepreneurs, can provide rich, contextualized data.

Social network analysis can map relationships and patterns of influence among female entrepreneurs, revealing how social capital and network connections influence entrepreneurial success. Critical discourse analysis can explore how language and discourse shape and reflect gender dynamics, revealing underlying power relations.

Finally, scenario analysis and simulation techniques can be used to model potential future developments in feminism and entrepreneurship dynamics, providing useful predictions for policy interventions.

CONCLUSION

The rankings of academic journals constitute a pivotal element in the conditions through which we do our work as knowledge producers (Fotaki & Harding, 2018). They are tangible manifestations of audit cultures and professional metrics, exerting specific disciplinary and performative influences. Concurrently, they position work that diverges from normative practices as deviant, abnormal, or outside the mainstream.

My analysis within esteemed journals in the “Scimago Journal and Country Rank” top 50 journals underscores the limited attention given to feminism and entrepreneurship within mainstream research, revealing a partial and peripheral consideration. Understanding the development of feminist and entrepreneurship research in these journals requires considering the structural conditions, such as the place of publication, or reception by the dominant epistemic community. These conditions determine what is considered legitimate knowledge. Despite publications in top-tier journals, where one would expect heightened visibility and, consequently, a greater number of citations, the actual citations count per article and collectively is notably modest. There is no standout article with particularly high citation numbers. Women write the majority of publications on feminism and entrepreneurship, suggesting a growing commitment and awareness among women researchers to shape a more comprehensive and inclusive narrative regarding the impact of gender dynamics in entrepreneurship.

The analysis clarifies the different approaches that the selected articles have taken. The relationship between feminism and entrepreneurship is never discussed in a broad, general way. Instead, it is always discussed in terms of very specific situations. Each article, in fact, investigates distinct issues, showcasing a nuanced exploration of the theme within the confines of particular situations or circumstances. This approach highlights the multifaceted nature of the relationship between entrepreneurship and feminism, emphasizing its varied applications in different scenarios. In these articles, a complex and nuanced picture of gender dynamics in entrepreneurship and social contexts emerges. In this context, feminism serves as a conceptual framework, or a collection of ideas employed to tackle specific subjects. However, feminism is only occasionally employed as an approach to produce new knowledge or interpret social phenomena.

The paucity of explicitly feminist scholarship in the most prestigious journals is concerning because it indicates a deliberate attempt to marginalize feminism as a legitimate research approach. Feminism’s marginalization and silence stem from its revolutionary capacity to challenge the established social order of knowledge production, which is based on publishing in esteemed journals and serves the interests of a small but influential minority. Bringing this pattern of exclusion into prominence encourages a reassessment of what is typically seen. Reviewed articles show how feminism and entrepreneurship, in some ways, are restricted in prestigious journals to particular forms that do not challenge the malestream’s empirical, conceptual, or methodological norms.

The academy in these fields is often plagued by a number of structural barriers that hinder inclusion and diversity. Among these barriers, gender discrimination, power dynamics, and the preference given to certain epistemologies over others stand out. Possible reasons for this absence include the tendency to

link feminism more with activism rather than knowledge production, as well as the tendency to dismiss or discount women's contributions to knowledge production in favor of a masculine perspective. The citation practices in the field often result in the marginalization, ignorance, or omission of women's perspectives and feminist research topics in academic publications. This tendency to marginalize contributions by women is consistent with the overall pattern observed in the field.

I argue that feminism's marginalization and silence stem from its revolutionary capacity to challenge the established social order of knowledge production, which is based on publishing in esteemed journals and serves the interests of a small but influential minority. Bringing this pattern of exclusion into prominence encourages a reassessment of what is typically seen (Rumens et al., 2019). Epistemic oppression refers to the unjust exclusion or restriction of certain individuals from participating in the creation of knowledge (Toole, 2019). This concept has been extensively studied by feminist epistemologists in recent years, and with good reason (Toole, 2019). If the objective of epistemology is to enhance our proximity to truth, then any activity that poses a risk of undermining this objective should be subject to comprehensive investigation (Toole, 2019). I suggest that the epistemic oppression resulting from the threat that feminism poses to conventional knowledge systems is the cause of the scarcity of explicitly feminist scholarship in the main journals. Given that the current system rewards researchers based on the relevance of the journals in which their articles are published, the limited presence of feminist theory related to entrepreneurship in prestigious journals raises significant concerns. As the current system tends to disregard feminism as a valid approach, there is a pressing need to take steps forward in recognizing its potential.

Some efforts are required to improve this situation. First, efforts should be made to integrate these themes into prestigious journals to underscore their significance, encourage further studies on the subject, and raise awareness within the community about these issues. Second, it would be useful to develop a list of priority research topics that urgently require the integration of feminist perspectives in entrepreneurship. Third, specific research methodologies should be identified and promoted to fully capture the complexities of women's entrepreneurial experiences. In addition, the creation of interdisciplinary networks and collaborations that actively involve scholars from different disciplines, including gender studies, sociology, economics, and psychology, should be encouraged. This approach would foster bridge-building between different fields of knowledge and enable a deeper understanding of the challenges and opportunities that women entrepreneurs face in the real world. Finally, consideration could be given to establishing training and professional development programs dedicated to researchers interested in integrating feminist perspectives into entrepreneurship research.

Future research could involve considering different rankings to identify the top journals in the field or to compare research that is published in the best journals and magazines in general.

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APPENDIX

Table A6.1 Articles

Authors	Year	Preliminary results	Method	Sample	Reference theories
Ahl H., Marlow S.	2012	The key message is to challenge conventions and promote a more inclusive, feminist-informed view in entrepreneurship research.	Conceptual paper	n/a	Theories are revealed through a post-structural feminist analysis. Entrepreneurship theory contains gender assumptions and is influenced by prevailing heteronormative norms.
Baikovich A., Wasserman V., Pfefferman T.	2022	Women's acts of resistance, particularly in the context of their work, have far-reaching consequences within their communities, triggering substantial shifts in various aspects of women's rights and status.	Qualitative	Interview with Jewish-ultraorthodox women entrepreneurs from 2016 to 2018 in Israel.	Western feminist theory.

Authors	Year	Preliminary results	Method	Sample	Reference theories
Bryson A., Dempsey S.E.	2017	The complex interplay of women's entrepreneurial reproductive labor within alternative economies sheds light on its potential to challenge prevailing norms and contributes to the evolution of alternative economic practices.	Qualitative	Seasonal sales industries over a dozen top business websites, email lists, and online community forums in the USA.	Neoliberalism, entrepreneurship, capitalism.
Calás M.B., Smircich L., Bourne K.A.	2009	The need for new theoretical frameworks to explore the different forms of social change that entrepreneurship can facilitate.	Review	n/a	Feminist theory, entrepreneurs theory, institutional theory, traditional organizational theory, and socialist feminism theory.
Chatterjee S.	2020	The central role of economically disadvantaged women in the Global South in poverty-alleviation businesses, emphasizing their incorporation into profit-driven poverty eradication initiatives within the "Bottom of the Pyramid" framework and exploring the complex intersection of neoliberalism and feminism in this context.	Conceptual paper	n/a	Bottom of the pyramid, Foucauldian notions of problematization, feminist theory, Marxist-inspired notion of immaterial labor.

Authors	Year	Preliminary results	Method	Sample	Reference theories
Dean H., Larsen G., Ford J., Akram M.	2019	The “underperformance hypothesis,” an assumption that women entrepreneurs tend to be less successful according to conventional economic measures, serves as a foundational and unquestioned belief in the field. The study argues that this narrative of women's underperformance is deeply intertwined with the broader economic growth narrative.	Review	(Wom?n OR Female OR Gender) AND (entrepreneur* OR business owners), databases such as ABI, EBSCO, Web of Knowledge, and Scopus, 150 articles.	Underperformance hypothesis, postmodern feminist epistemology.
Martinez Dy A., Martin L., Marlow S.	2018	External and internal factors can enable or constrain digital enterprise. The research supports the idea that digital entrepreneurship shares many resource requirements with traditional offline entrepreneurship, challenging the notion that digital platforms inherently level the playing field.	Qualitative	26 women digital entrepreneurs in England and Scotland.	Entrepreneurship theory, Latour's actor-network theory, neoliberalism, critical realist theory, intersectional feminist approach.
Morgan N., Pritchard A.	2019	Speculate on the future of hospitality gender research and women's employment prospects in the industry.	Review	n/a	n/a
Pecis L., Berglund K.	2021	How are Black women positioned in innovation contexts, and how does the innovation discourse operate through the nexus of inclusion and exclusion?	Qualitative	Three Black women working at NASA from the film <i>Hidden Figures</i> (2016) in the USA.	Mazzucato's theory, Fraser's approach, “imperialist white supremacist capitalist patriarchy”.

Authors	Year	Preliminary results	Method	Sample	Reference theories
Sullivan K. R., Delaney H.	2017	Idealized image of women promoted by evangelical entrepreneurial femininity. The need for discourses and subjectivities that openly address the challenges of balancing multiple roles, question the co-option of faith by capitalism, and seek collective solutions to workplace inequalities and domestic responsibilities. Feminist projects must confront the intersections of postfeminism, Christianity, and neoliberalism to foster more emancipatory gender relations for all women.	Qualitative	42 publically available narratives written by women who have achieved the title of National Vice President in Arbonne, an emblematic US-based network marketing organization in the USA.	Feminist theorizing in management and organization studies examining effects of neoliberal politics.
Treanor L., Marlow S.	2021	The persistence of gender bias and masculinities in the veterinary profession continues to disadvantage women in terms of career progression and opportunities for self-employment. Despite high qualifications and ambition among women in the field, these gender norms and practices continue to shape their professional experiences and prospects.	Qualitative	Semi-structured, face-to-face interviews with 22 veterinary surgeons in the UK.	Feminist-theoretical perspective.

Source: Own elaboration.