

## **Visualising the Research Trends on Decent Work in Women Entrepreneurship with Bibliometric Analysis**

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### **Abstract**

Women-led enterprises are proven as the builders of societal development of any developing overpopulated country like ours. As per the Global Entrepreneurship Monitor's Report (GEM), 2021, women entrepreneurs assure their presence in every three active entrepreneurs in the world. In recent time, the thought of 'Decent Work', an integrated form of freedom, equality, security and human dignity, is found to achieve researchers' attention in entrepreneurship arena specially led by women. The present study aims at visualising the research trend both past and future on decent work in women entrepreneurship with graphical presentation and scientific mapping. Hence, to fulfil the objective of the paper, the Scopus e-database from the last two decades (1991-2022) was collected considering "women entrepreneurship" OR "female entrepreneurship" AND "decent work" as keywords for searching research studies. Hence, with Bibliometric Analysis including scientific mapping through 'VOSviewer 1.6.18', it can be detected that the developed countries are the main contributors in this research avenue, while developing countries except India lack this coverage. It further detected that balancing the work-family interface is frequently addressed by the researchers with decent work conditions at the individual and firm level. Hence, it requires more empirical inquiry that can benefit the academicians and practitioners in future. Therefore, the study offers the future trend of the concerned research area with which innovative theoretical model of decent work in women entrepreneurship can be developed.

Keywords: Bibliometric Analysis, Decent Work, Entrepreneurship, Sustainability, SDG, Women.

## **1. Introduction**

The intervention of International Labour Organization (ILO) proclaimed the widespread need for Decent Work in 1999 when, for the first time, it shaped the thought of Decent Work as a fruitful work for women and men in conditions of freedom, equality, security and human right (<https://international-partnerships.ec.europa.eu/>) (Siron, 2014; Elmetwally, 2022). ILO confirmed a work as decent if it (a) pays a reasonable income; (b) assures a protected form of employment and safe working conditions; (c) guarantees equal opportunities and dealing for all; (d) comprises social safety for the workers and their families; (e) offers prospects for individual progress and inspires social integration; (f) permits workers to express their concerns and to establish (<https://international-partnerships.ec.europa.eu/>). ILO (2008) considered the several measurable indicators of decent work e.i. employment opportunity, pay and productive work, environments of work (Ghai, 2003), combination of work-family and own life (Hampton et al., 2011; Adom et al., 2018;), abolition of force and child labour, work security, equivalent opportunity and conduct, harmless work, social safety, social discourse (Santos et al., 2019; Shankar et al., 2020; Lindvert et al., 2022) and lastly the economic and social setting of employment and development (Siron, 2014).

Subsequently, United Nations (UN, 2015) recognised the significance of quality employment and decent work in alleviating inequalities, poverty and empowering people mainly the women, young and people with disabilities. This situation thus motivated UN to frame a prominent goal against 'Decent Work and Economic Growth' (Goal – 8). In this context, though literature (Green, 2021) argued that the elements under decent work dimensions are at their infancy, the theme is proved significant to generate social standard upliftment overcoming class-based inequality, restriction on innovation, gender discrimination etc.(Hervey, 2005; Baycan et al., 2006; Light, 2007; Dizi, 2008;Fairlie and Robb, 2009; Dhaliwal, 2010; Sarri, 2011; Moller, 2012; Pula, 2013; Ghani et al., 2014; Goltz et al., 2015; Shrestha et al., 2019).

Social insecurity and economic inability adversely affect the capability of individuals to find decent work to live in dignity (MacNaughton & Frey, 2011). In this regard, considering the country-specific status in developing countries, men workers enjoyed better prospect than their women counterpart for accessibility of work, work hours, wage structure, medical care

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and paid holidays (Kantur et al., 2006; Green, 2021). Though, the gender gap in employment regime is visible around the world, as per the labour market report, it is the highest in South Asian countries (World Economic Forum, 2022). In this same wave, as per the decent work index (ILO, 2020), economically under-developed countries would have to face decent work scarcity than developed countries irrespective of formal and informal sectors (Bisom-Rapp et al., 2011; Verick, ILO, 2014; Sajjad et al., 2015; Dhakal and Burgess, 2019; Pereiar et al., 2019; Banerjee and Kundu, 2020; Green, 2021). Echoing the issue, Literature (Elmetwally, 2022) exposed Nigeria, Jordan, Egypt etc. as not performing satisfactorily whereas, China was at the upper ladder. India was found to achieve scores between 52-75 by their states on NITI Aayog SDG India Index-2020-21 (Economic Survey, 2021-22) though the women labour force participation rate was at 31.2% (ILO, India Decent Work Country Programme 2018-2022). Hence, the progress of SDG 8 was slow (ILO-Decent Work Country Programme for India- 2023-2027) and also was not impressive at all (India Lok Sabha Secretariate, 2019). The gender gap index was found as 68.1% and as per in economic participation, the index was 60.3% where India stood 135<sup>th</sup> rank out of 146 countries (Global Gender Gap Reports, 2022).

Accepting the hardcore reality, several researchers (Ghai, 2003; Trebilcock, 2005) recommended the progressive role of women-led entrepreneurship where the women could find socio-economic wealthy livelihood status and could enjoy decent work opportunities through employment, social safety, workers' rights and social discourse in both formal economic and informal economic structures (GEM-2022). This image of women entrepreneurship is rigorously and more vitally found in developing countries while generating employment and thus delivering transformational social and personal outcomes (Arbolino et al, 2018; Bain & Company and Google, 2019 (<https://www.bain.com/>)).

Considering male domination as a natural model in business, the area of research on women entrepreneurs and their phenomenal growth were not delved into by the researchers until the late 1990s to early 2000s as no specific need for separate investigation of male and female in entrepreneurship was felt necessary in entrepreneurial landscape (Bruni et al. 2004; Jennings and Brush, 2013; Yadav & Unni, 2016; Sathish, 2018). Following the previous path, the matter of 'Decent Work' in 'Women Entrepreneurship' seems at its childhood stage as a negligible number of researchers (Etzkowitz, 2021; Elhan-Kayalar et al., 2022) are found to

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shed light on the area. In this context, though developed countries somehow made their attempt to contribute to the present research arena, the developing countries except India are found at their adolescence stage.

The study, therefore, would like to raise the following questions like

RQ1: What are the most productive and influential countries in the research on Decent Work in Women Entrepreneurship? RQ2: Who are the most influential authors in the research on Decent Work in Women Entrepreneurship? RQ3: What are the thematic trends and clusters on research on decent work in entrepreneurship through co-occurrence analysis? RQ4: What is the future research trend in the research on Decent Work in Women Entrepreneurship?

Literature (Bisom-Rapp et al., 2011; Siron, 2014; Shrestha et al., 2019; Elmetwally, 2022) found to highlight on the different components of Decent Work, while few of them (Azmat, 2013; Verheijen et al., 2014; Pogesi et al., 2015; Ratten 2016; Santos et al., 2019;) focused on the concept in entrepreneurship. A nominal number of studies (Gupta, 2021; Lindvert et al., 2022; Raman et al., 2022) took an effort on Decent Work in Women entrepreneurship. But, no study, till reviewed, emphasised on the research trend on Decent Work in Women Entrepreneurship.

To meet the research gap, the study, hence, considers its objectives like to visualise the research trend of decent work in women entrepreneurship emphasising on the (i) most influential authors as per citation, (ii) most productive countries as per number of publications, (iii) thematic cluster on research in decent work in entrepreneurship through co-occurrence analysis and (iv) brief overview of the content of the literature found.

Hence, to achieve the research objectives, the study finds seven more sections. In section 2, it highlights on the Research Method and Study Plan. In segment 3 and section 4, the Findings of the paper and Content analysis of the literature respectively are addressed of. Section 5 focuses on the future trend of the research under study and section 6 discloses Conclusion of the study. The Limitations of the study and Scope for further research are reflected in section 7, while section 8 depicts the study implications.

## **2. Research Method and Study Design**

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This exploratory study seeks to understand the present research trends of decent work in women-led enterprises. Hence, the magnitudes of decent work such as equity, freedom, security, and dignity were measured in different research studies (Ratten, 2016; Santos et al, 2019; Anwana & Aroba, 2022). The selection of the papers is limited on the basis of language, publication field, subject areas and document type.

- **Searching Tool:** In the present study, the Scopus e-database was accessed from 1991 to 2022 where the terms like “Women Enterprise” OR “Female Enterprise” AND “Decent Work” were used as the searching tools which appeared in the title of the paper or within the text of the paper itself. The “OR” was used because several studies applied ‘Female’ instead of ‘Women’, while “AND” was used to connect two things like “Women” and “Decent Work”.
- **Subject Areas:** Entrepreneurship is a multidimensional concept used in different areas. Hence, the current study made its search in the subject areas like ‘Business, Management’, ‘Accounting’, ‘Social Science’, ‘Economics’, ‘Econometrics’ and ‘Finance’.
- **Documents Type:** Keeping quality standard maintenance in mind, the study considered ‘Articles’, ‘Book Chapters’ and ‘Reviews’ published in the aforementioned subject areas. The word ‘Published’ denotes the recognition status of the documents.
- **Language:** English is the sole language used as a standard for selecting documents in this study.

The data extraction methodology ultimately collected six documents published in the aforementioned subjects from 44 published documents collected from the initial search. This result primarily can establish the research area as an emerging one. The step-by-step bibliographic data extraction procedures from the Scopus e-database are shown in Table 1.

**Table 1: The procedure for gathering bibliographic data from the Scopus e-database.**

Stage	Filtering Criteria	Eliminated	Accepted
1	Initial search result (search term: “Women Enterprise” OR “Female Enterprise” AND “Decent Work”)		44
2	Language filter (English)	2	42
3	Published Documents filter (Articles, Book Chapters and Reviews)	16	26
4	Subject filter (‘Business’, ‘Management’, ‘Accounting’, ‘Social Science’, ‘Economics’, ‘Econometrics’, and ‘Finance’).	20	06

Source: Author’s own compilation

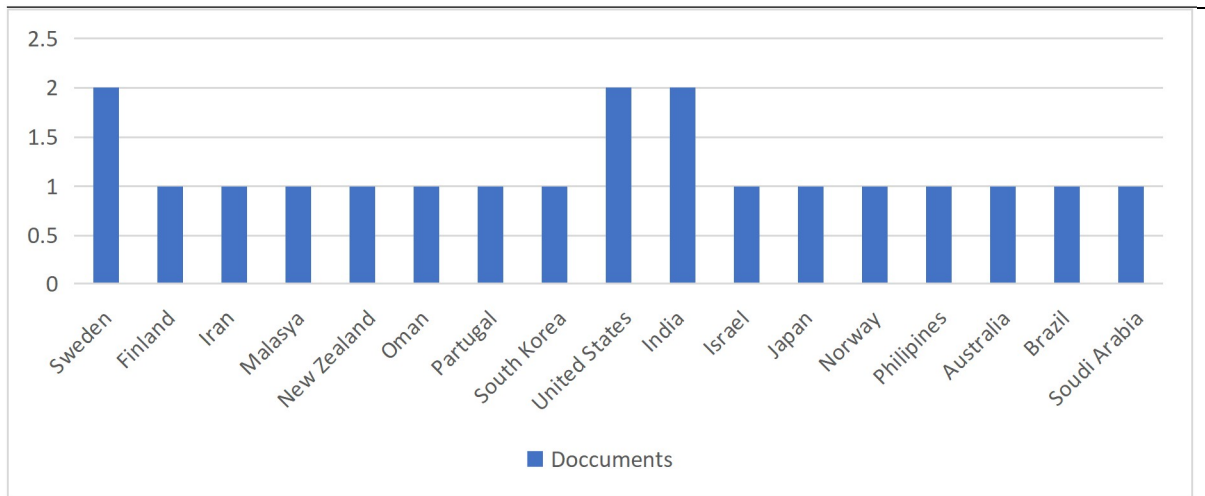
- Software Application: The study applies VoSviewer 1.6.18 software for scientific mapping of the literature.

Maximum number of research on Decent Work in Women Entrepreneurship was found after 2016. Moreover, the idea of Decent Work is also a specific portion of UN SDG 2030 convention, which was framed in 2016. So, while structuring the trend of research of decent work in entrepreneurship, the present study highlighted on 7 years progression of it (2016 to 2022) i.e. from the year of implementation of UN Agenda on SDG, 2030 till date.

### **3. Findings**

#### **3.1 Most Productive and Influential Countries in the research on Decent Work in Women Entrepreneurship**

In the sphere of decent work of women entrepreneurship, only 17 countries were found contributing amongst which 12 were developed and the rest were from developing economy. Very interestingly, only three countries i.e. United States, Sweden and India made significant contribution in the research domain of which United States and India appeared in the research domain in 2021. Bar Chart – 1 exposes the country specific contribution as per number of publications on decent work in women entrepreneurship.



**Bar Chart –1:** Top productive Countries in research on Decent Work in Women Entrepreneurship

Source: Author’s Own Compilation based on Scopus e-data base.

### 3.2 Research on Decent Work in Women Entrepreneurship's Most Influential Countries

Among the top ten influential countries as per Total Citations (TC), India got the highest position followed by United States, Brazil etc. It was also found to contribute maximum (2 articles) along with United States and Sweden. In this regard, Sweden, Finland, Iran, Malaysia, and New Zealand did not earn any Citation though reflected publication in this domain. Table – 2 exhibits the top countries as per publications and citations in the research on decent work in women enterprises.

**Table-2:** Top ten cited countries

TP	Country (Year)	TC
2	India (2021)	8
2	United States (2022)	6
1	Brazil (2022)	5
1	Saudi Arabia (2022)	5
1	Australia (2022)	2
2	Sweden (2022)	0
1	Finland (2022)	0

1	Iran (2022)	0
1	Malaysia (2022)	0
1	New Zealand (2022)	0

Source: Authors' compilation from Scopus e-database.

TC: Total Citation, TP: Total Publication

In network mapping, only three countries (Australia, India and United States) were collaborating, while the other seven countries for focusing on different dimensions of the theme, were not in any network. In this regard, the other twist was found in the position of the countries where although in a network, the countries stood distinctly. This could point out the fact that they represented same school of thought but followed different concepts. Very interestingly, India got citations from developed countries (United States and Australia) where almost all of the works were on decent work in women entrepreneurship. Figure-1 exhibits the collaborative nature amongst the top cited countries.



**Figure-1:** Network Mapping of the Top Cited Countries in the research on Decent Work in Women Entrepreneurship.

Source: Authors' Own Compilation concerned with Scopus e-database

### **3.3 Most Influential Authors in the research on Decent Work in Women Entrepreneurship**

As per Table –3, the authors from developing countries though not rich in number of publications, achieved notable citations, while authors from developed countries lag behind in citations. The authors of India are mostly cited by other countries and make a collaborative relationship in their themes. Among the top ten authors as per citation, some of them are co-authors. In this list, Gupta from India and Etzkowitz from United States with 6 citations were found as the most influential authors from 2021. In this regard, still very recent, in the present research domain, Kogut, 2022 from Brazil and Mejri, 2022 from Saudi Arabia achieved notable citations for their only one contribution.

**Table -3:** Top ten Cited Authors in the research on Decent Work in Women Entrepreneurship

<b>TC</b>	<b>Author</b>	<b>Country</b>	<b>TP</b>
6	Gupta, 2021	India	1
6	Etzkowitz, 2021	United States	1
5	Kogut, 2022	Brazil	1
5	Mejri, 2022	Saudi Arabia	1
2	Subramaniam, 2022	Australia	1
2	Shivdas, 2022	India	1
2	Raman, 2022	India	1
2	Nedungadi, 2022	India	1
2	Nair, 2022	India	1
2	Achuthan, 2022	India	1

Source: Authors' compilation from Scopus e-database.

TC: Total Citation, TP: Total Publication

### **3.4 Thematic trend and cluster on research in decent work in entrepreneurship**

- Thematic Trend on research in decent work in entrepreneurship:

Different dimensions and theoretical inventions of 'Decent Work' in relation to 'Entrepreneurship' is found relevant throughout the period in different studies of researchers and academicians. Table – 4 reflects the year-wise development of Decent Work in Entrepreneurship.

**Table-4: Trends in Research on Decent Work in Entrepreneurship**

Year of Publication	Authors	Principles	Components
2016	Altan-Oclay; Ahl et al.,	Equality + Freedom + Human Dignity	Equal Participation in Social Networks, Free from restricting innovation, and Equivalence in the Work-family interface.
2017	Munkejord; Ratten	Equality + Security.	Security in Immigrant entrepreneurship, Equal Energy Accessibility, Gender parity and Equality in Work-family relationship.
2018	Adom et al.; Arbolino et al.,	Equality + Freedom + Security	Equality in Work-family interface; Equal Access to Information Communication Technology (ICT), Free from Gender discrimination, Free from Restricting Innovation. Security in Immigrant Entrepreneurship, Women empowerment.
2019	Santos et al; Ughetto et al.,	Equality + Security + Human Rights	Safety to the Migrated workforce, Equal accessibility to Social Networks, Opportunity for Gender Identity roles in Entrepreneurship, Equality in the Work-family interface, Gender equality, Equality in ICT accessibility
2020	Pearl; Shankar et al.,	Equality + Security + Human Dignity + Freedom	Participation in Social Networks, Restricting Innovation, Accessibility to resources
2021	Okolie et al.; Quagrainnie et al.,	Equality + Security	Support Programme, Gender equality, Opportunity of Gender role identity in entrepreneurship, SDG.
2022	Denoncount; Lindvert et al.,	Equality + Security	Opportunity of Gender Role Identity in entrepreneurship, Work-family interface, Gender Equality, SDG, Healthy life

Source: Scopus e-database and Author's own compilation

The components of decent work could trace their presence in literature since 2016 where the pillar 'Equality' claims its appearance in all literature and gradually adds other components - 'Human Dignity', 'Security' and 'Freedom' with it. In 2020, the concept accepted all the four pillars of decent work, while the principle of Sustainable Development Goals (SDGs) found its place in decent work since 2021. Gender context was another important issue in decent work which built its position in almost all the studies. In some studies, migrated workforce

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and their problems to maintain decent work was undertaken significantly. The authors from different countries, like South Korea, Finland, New Zealand, Portugal, Oman, Iran, and Malaysia were closely related to the same theme ‘decent work and gender equality’ and thus collaborated with each other, while Sweden, Israel, and Norway did not consider any collaboration due to having different themes of knowledge ‘decent work and sustainability’.

- Thematic Cluster on research in decent work in entrepreneurship through Co-occurrence Analysis.

The above-mentioned authors generated three prominent clusters based on Co-occurrence analysis.

**Cluster 1:** Decent Work and Sustainability in Entrepreneurship (Achuthan, 2022; Nair, 2022; Nedungadi, 2022; Raman, 2022; Shivdas, 2022; Subramaniam, 2022). This cluster addressed on the essential component of decent work to welcome sustainability in entrepreneurial context.

**Cluster 2:** Decent Work and Innovation, Empowerment and Technological Advancement in Entrepreneurship (Etzkowitz, 2021; Gupta, 2021). The impact of innovation, empowerment and technological advancement in entrepreneurial practice can firmly be regarded as an area of study to get confirmation towards sustainability.

**Cluster 3:** Decent Work and Equality in Entrepreneurship at turbulent time (Kogut, 2022; Mejri, 2022). This cluster emphasised on the resilience principles taken by entrepreneurs to get rid of any turbulence like Covid-19 calamities.

Figure - 2 denotes the mapping of the three different clusters where the three colours like Red, Green and Blue refer to Cluster 1, 2 and 3.

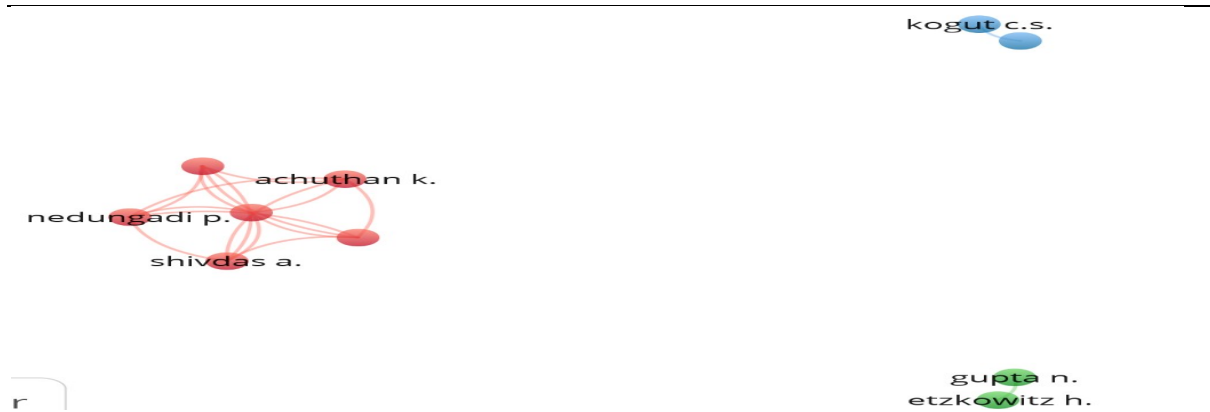


Figure -2: Thematic cluster on research in decent work in entrepreneurship through Co-occurrence Analysis

Source: Authors' Own Compilation concerned with Scopus e-database

#### **4. Content analysis of the research contribution in Decent Work in Women Entrepreneurship**

Decent work in women entrepreneurship research is endeavoured since 2021 more prominently i.e. during the COVID-19 period. India performed well in decent work conditions even in pandemic period which could be reflected through Niti Aayog SDG India Index score of 60 in 2019-20 to 66 in 2020-2021 (Economic Survey, 2021-2022).

The underlying comprehensive content of the literature on decent work in women entrepreneurship can be synthesised in respect of methods, findings, and limitations in Table

**Table-5:** Summary of the literature on Decent Work in Women Entrepreneurship from 2021 to 2022

Author (year)	Title	Journal	Methods	Key Findings
Gupta and Etzkowitz (2021)	Negotiating entrepreneurial identity in the Indian sociocultural context: women founders in a high-tech incubator	'International Journal of Gender and Entrepreneurship'.	Study was Qualitative in nature and employed Purposive sampling method	Highly educated tech-savvy entrepreneurs enhanced freedom and human dignity dimensions of decent work where gender was not an issue.
Kogut and Mejri(2021)	Entrepreneurship by women in emerging markets: the difficulties of operating a company in a volatile environment.	International Journal of Gender and Entrepreneurship	Case study method was used in this Qualitative study with purposive sampling technique.	The inequality dimension of decent work was not present at the high socio-educational level of middle class families and decent work alleviated work-home conflicts.
Bagheri et al (2022)	In tourism, female empowerment, entrepreneurship, and the creation of shared value counteract the negative effects of gender-based discrimination.	Current Issues in Tourism	The study was quantitative in nature where structural equation model was used with a self-administered questionnaire.	Women running tourism businesses had positive impact on the forms of equality and social cohesion.
Lindvert et al (2022)	Investigating how women business owners can help revive ancient Nazareth.	Journal of Sustainable Tourism	In this qualitative study, semi-structured in depth open ended interview method used.	The study investigated how female entrepreneurs can revitalize tourism-related business and directly contributed to components of decent work and UN-SDG-8
Elhan-Kayalar et al (2022)	Entrepreneurship, gender, and managing the COVID-19 pandemic: An analysis of Indonesian GoFood merchants.	Asia and the Pacific Policy Studies.	Methodology was based on quantitative and qualitative approach. Random sampling method was used for telephonic and online survey to collect primary data.	Women entrepreneurs' usage of online platforms had a positive impact on equality and human dignity but a negative at crisis time period.
Raman et al (2022)	Emerging Trends and Bibliometric Analysis of Women Entrepreneurship and Sustainable Development.	"Sustainability" (Switzerland)	The bibliometric review method was used and applied quantitative technique. Data were collected from Dimensions database.	The study showed the trends of gender issues and work-life relationship in decent work of women entrepreneurship from 2009 up to 2017 and had connection with UNSDGs

Source: Author's own compilation based on the Data generated from Scopus e-database

## **5. Future trend in research**

UN strongly strengthens the potential role of women entrepreneurs in nurturing decent work conditions and announced 17 Sustainable Development Goals (SDG) in its 2030 Agenda. In this context, the components of GDP (Gross Domestic Product) are closely interconnected with the UN-SDG (India Lok Sabha Secretariate Report, 2019) where decent work has high impact on entrepreneurship (Ghai, 2003). Hence, the future trend of the study on decent work in entrepreneurship would be inclined with SDGs. In the thematic cluster -1 i.e. Decent Work and Sustainability, the main focus was intended with gender equality. Therefore, SDG-5 which denotes gender equality and SDG-10 represents reduce inequalities are connecting the equality dimension of decent work (SDG-8) which accounted for 90% (Raman et al., 2022) of current studies and explicitly promote women's rights. The direct and indirect effects of women entrepreneurs may be the subject of future research in the basic rights dimension of decent work. Balancing the work-family interface (Santos et al., 2019; Denoncount, 2022) is frequently addressed by researchers as stress, anxiety can hamper decent work conditions. Good working conditions contribute to individual and firm-level resilience and spirit of decent work. Thus, SDG-3 denotes good health and well-being which expresses the conditions of work at the workplace which is the concerned area after the pandemic for occupational safety and health. Nevertheless, there are 12 other SDGs that may have the potential impact on decent work and enhancing entrepreneurial resilience for further consideration.

The Pandemic period challenged the mechanism of business in an uncommon manner. During turbulent times, women entrepreneurs were found to use sophisticated and emerging technologies, social networks and access to a common marketplace (cluster-2) to overcome the crisis time periods which could promote equality and freedom from discrimination (Etzkowitz, 2021; Gupta, 2021). However, resilience has emerged as a skill (Dr. Rajeeve L, & Dr. C. Ganesh, 2022) that allows entrepreneurs to adopt decent work conditions. Adaptation of e-commerce and digitalisation indicated (SDG-7) as survival of women entrepreneurs' decent life, thus would have greetings for further studies. Government role in providing

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affordable, reliable and sustainable modern energy and their impact on decent work conditions could also have impact in the future trend in research.

Quality education (Kogut & Mejri, 2021) confirms the positive impact in reducing work-home conflict, discrimination at work, enhance freedom and human rights (cluster-3). Education at the individual and societal levels is a strategy for enhancing equality and human dignity in employment and thus offers a future trend in research. This quality education can be considered for resilient women entrepreneurs.

## **6. Conclusion:**

Throughout this study, it is well observed that up to 2022, researchers have typically highlighted the "equality" aspect of decent work in women entrepreneurship. In this regard, while developed countries were the main contributors, as per citation context, the developing countries reached at the significant position. India demonstrated its notable existence in this research field as accepted by the researchers of different countries mainly developed. Among the authors, Gupta (2021) and Etzkowitz (2021) were the most influential authors on Decent Work in Women Entrepreneurship research. The most significant source was found to be the "International Journal of Gender and Entrepreneurship in the research on decent work in women entrepreneurship. In this context, the theme 'Decent Work and Innovation' and 'Empowerment and Technological Advancement in Entrepreneurship' were regarded as the most influential having maximum citation. From the in-depth content analysis, the study exposed that the major portion of the authors shed light on the theme of improvement of 'Quality of life at turbulent time in women entrepreneurship'. However, the documents found in their majority have below 10 citations, which reflects that it is demanding to disclose more knowledge in this domain.

## **7. Research Limitations and further study:**

The study limits due to time and resource limitations, its scope is limited to using the Scopus e-database and a few specialized disciplines (business, management, accounting, social science, economics, econometrics, and finance). Therefore, further research can be built on other sources like Web of Science, Dimension etc., and on a wider perspective.

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## **8. Policy Implication of the study:**

The current study has a number of ramifications for academics, researchers, marketers, and entrepreneurs. The primary focus of this research domain's notable and influential contributors and the factors that led to their rise to prominence can be used to advance knowledge. This will further help to solve the prevailing academic and industrial challenges. Additionally, it would help identify gaps in the current literature and future research directions that will support the conduct of future studies.

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