

Women entrepreneurship in family business: dominant topics and future research trends

Women
entrepreneurship
in family
business

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Abstract

Purpose – This article examines the dominant research topics that guide the literature on women's entrepreneurship in family businesses.

Design/methodology/approach – The authors used performance and scientific network mapping analyses from bibliometric techniques. Performance analysis was used to identify the most influential journals, authors, countries, co-citation, multidimensional scaling (MDS), hierarchical cluster (HCA) and document analysis to identify dominant research themes.

Findings – The research results show that studies on women's entrepreneurship in family businesses are gathered in three clusters. The studies in the first cluster focused on family succession and women's roles. The themes of the succession process, gender bias, leadership and entrepreneurship in the second cluster are intense. Finally, in the third cluster, the themes of women leaders and identity construction dominate.

Research limitations/implications – First, new conceptualizations of female entrepreneurship from family businesses emerge over time (example: "fementerpreneur"); accepting and using these words takes time. For this reason, the authors may have missed the newly emerged concepts in the field of family businesses in the search strategy. Second, although MDS results are widely used in bibliometric research, other forms of MDS analysis may reveal different groups and clusters. Finally, bibliometric analysis is based more on retrospective and dominant themes in the most cited articles, with a heavy emphasis on the most cited papers. Hence, new articles and contributions can be equally important.

Originality/value – Previous studies have not examined the subject of women's entrepreneurship in family businesses. By addressing this issue and setting the agenda for future research, the authors contribute to the literature on women's entrepreneurship in family businesses.

Keywords Family business, Women entrepreneurship, Gender

Paper type Research paper

1. Introduction

Family businesses are the most dominant form of business which comprise 50% of firms worldwide, 90% of firms in the USA and more than 60% of firms in the European Union (Family Business European Union Report, 2009). One of the main points that distinguish family businesses from other businesses is the participation of the family in general and women in particular in the administrative processes. Although women's participation in management



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processes positively affects the performance and sustainability of businesses (Low *et al.*, 2015; Fernandez-Feijoo *et al.*, 2014), women do not go through systematic training and learning processes for leadership positions in family businesses (Barrett and Moores, 2010). In addition, different studies claim that gender is an influential variable in management decisions (Byrne *et al.*, 2019; Ramadani *et al.*, 2017) with succession in family businesses (Banchik, 2019). However, studies on women and gender in the family business literature are still insufficient (Hamilton, 2006), and scientists have shown a significant tendency to address this issue in recent years. For this reason, a systematic literature review, including research on gender, women and entrepreneurship in family businesses, provides essential opportunities to monitor the development of scientific knowledge and make suggestions that will encourage future research.

Research on women's involvement in family businesses and gender inequality is insufficient, and research is somewhat limited. For this reason, there is a need for studies that will systematically compile the dominant research themes and concepts in the literature. Although there have been literature reviews on women and gender in family businesses in recent years, the focus of these studies has been limited to specific topics. Research on this subject can be divided into two groups. First, women's involvement in family businesses (Maseda *et al.*, 2022; Sentuti *et al.*, 2019; Campopiano *et al.*, 2017; Gupta and Levenburg, 2013; Jimenez, 2009; Sharma, 2004); secondly, women in family businesses and succession (Kubiček and Machek, 2019; Nelson and Constantinidis, 2017; Wang, 2010). In the first group of studies, Maseda *et al.* (2022) analyzed 225 articles on women's involvement in family businesses by bibliographic coupling; they gathered the dominant research topics under five headings: (1) women entrepreneurs and family businesses, (2) women in family business management, (3) family-work dynamics, (4) women in business succession and (5) temporal and spatial dimensions of women's involvement in family businesses.

Similarly, Sentuti *et al.* (2019) analyzed 81 studies from 2000 to 2017 in their research, which aimed to explore the literature on women's involvement in family businesses. The authors defined the themes on this topic were grouped under four themes: women in family businesses, succession, women-owned family businesses and women's entrepreneurship/copreneurship. Campopiano *et al.* (2017) reviewed 186 articles on women's involvement in family businesses. They found that four themes stood out: (1) entrepreneurial entry, (2) succession, (3) career dynamics and (4) increased interest in women's presence. Gupta and Levenburg (2013) determined that challenges related to challenging women's leadership, gender discrimination, difficulties in dealing with permanent double bonds and work/family integration came to the fore. Jimenez (2009) reviewed 48 articles and other studies published since 1985. The author has identified the role played by spouses in the continuity and growth of the family business and the factors that will help and hinder girls from reaching leadership positions. Finally, Sharma (2004) researched the family business literature on 217 articles and concluded that most women remain in the background in these businesses. They often take on the role of household managers and household/child-rearing duties are their primary responsibility.

In the second group of studies, Kubiček and Machek (2019) examined 35 articles on succession and gender in family businesses. The authors divided the main themes of the literature into three categories: environment/context, people and processes. Nelson and Constantinidis (2017) examined a 21-year family business succession study in another study. The authors found that the issue was more relevant to successive and socially constructed gender identity in family businesses. Finding a lack of theoretical basis in the research on this topic, the authors revised Sharma and Irving's succession model. In another study, Wang (2010) evaluated the literature on girls and succession in family businesses. The authors concluded that the exclusion of the women resulted from the interaction of macro (social/cultural attitudes toward women) and micro (individual and familial) factors and that the abilities and contributions of the women remained largely invisible.

The studies grouped in the two sections above show that studies evaluating the existing literature on women's entrepreneurship in family businesses and revealing the main problems, themes and fundamental contradictions are insufficient (Kumar and Dubey, 2021; Maseda *et al.*, 2022; Sentuti *et al.*, 2019; Campopiano *et al.*, 2017). Still, despite the growing body in the literature, there is a need to evaluate dominant research topics regarding women's entrepreneurship. This shortcoming makes it difficult and time-consuming for scientists to identify future research topics and contribute appropriately to the literature (Ferreira *et al.*, 2021). However, it is crucial to determine the content of research on women's entrepreneurship to guide practitioners and policymakers. Therefore, examining research on women's entrepreneurship in the family business and providing a clear and holistic understanding is essential for scientists and practitioners to create and capture value.

This study aims to present an overview of the past and present women's entrepreneurship research in family businesses by using different bibliometric analyses and doing a systematic literature review. We aim to contribute to the literature on women's entrepreneurship in family businesses by making inferences and suggestions for future research. We also provide a map of the themes that refer to female entrepreneurship in family businesses better to understand the literature on this topic. Therefore, in the article, we seek answers to two questions:

- RQ1. Which journals, authors and countries are the most productive on women's entrepreneurship in family business literature?
- RQ2. What are the dominant research topics on woman entrepreneurship in the family business literature?

This study uses a mix of MDS, HCA and document analysis combined with bibliometric techniques such as performance analysis and scientific field mapping to analyze women's entrepreneurship in family businesses. Bibliometrics is used in every discipline and field, and the direction and value of research can be revealed through bibliometric analyses (Rodríguez-Soler *et al.*, 2020; Shang *et al.*, 2015). The bibliometric analysis includes quantitative and statistical analysis to examine a discipline, field and theory (Zupic and Čater, 2015). This analysis provides comprehensive findings on the impact of the most influential authors, institutions, journals and countries (Foroudi *et al.*, 2021). Bibliometric analysis is frequently used to reveal current and past research in the relevant field, identify and visualize dominant research topics and suggest new research avenues for academics (Ferreira *et al.*, 2021; Rovelli *et al.*, 2021; Nguyen *et al.*, 2021; Ratten *et al.*, 2021).

The article is structured around six sections. In the second section, we explain the research methodology of this study. Section 3 presents the findings of this study. In section 4, we show the dominant approaches in the literature and explain in detail the three clusters we reached as a result of the analysis. Section 5 discusses the study's findings and finally, section 6 presents the study's limitations and establishes a research agenda for future research.

2. Research methodology

2.1 Method

This study employs bibliometric analysis as the research method. Bibliometric analysis has been widely used to review family business literature: developments in the literature (Rovelli *et al.*, 2021; Ratten *et al.*, 2021), internationalization (Galvagno and Pisano, 2021), heterogeneity (Daspit *et al.*, 2021), female participation (Maseda *et al.*, 2022) and gender (Nguyen *et al.*, 2021). Bibliometric analysis has two processes, performance (citation) analysis and scientific domain mapping (Gutiérrez-Salcedo *et al.*, 2018). Performance analysis allows evaluating the impact of scientific actors such as researchers, journals, institutions, universities and countries based on the data in the bibliography. Furthermore, scientific field mapping allows the analysis and visualization of information extracted from a research field

based on networks of relations (Deng *et al.*, 2020). The scope of analysis techniques in the scientific field mapping process includes co-citation, bibliographic coupling, co-author and co-word/co-occurrence analyses and the visuals of the relationship networks reached as a result of these analyses (Bağış, 2021b; Zupic and Čater, 2015).

We firstly identified the number of publications and citations, the most influential journals, authors and countries on women's entrepreneurship in family businesses with performance analysis. Next, we reviewed 160 articles on female entrepreneurship in family businesses with co-citation analysis (CCA), based on Small's (1973) and White and McCain's (1998) research. In addition to this analysis, we examined the intellectual structure of the field with techniques based on cluster analysis. We preferred MDS and HCA as cluster analyses. As a result, the articles were divided into three clusters, and our threshold value was 10 and more cited articles. Finally, by reading the papers, we used document analysis to identify the dominant approaches in the field.

We used bibliometrix and Vosviewer programs in the performance analysis part of the research by using the bibexcel program for science mapping. In addition, we relied on the correlation matrix obtained from the Bibexcel program, and MDS, HCA and document analyses in SPSS 23 and Jamovi 1.6.4 programs were performed. Figure 1 summarizes the method, analysis steps and the software used in each step of the analysis.

2.2 Data

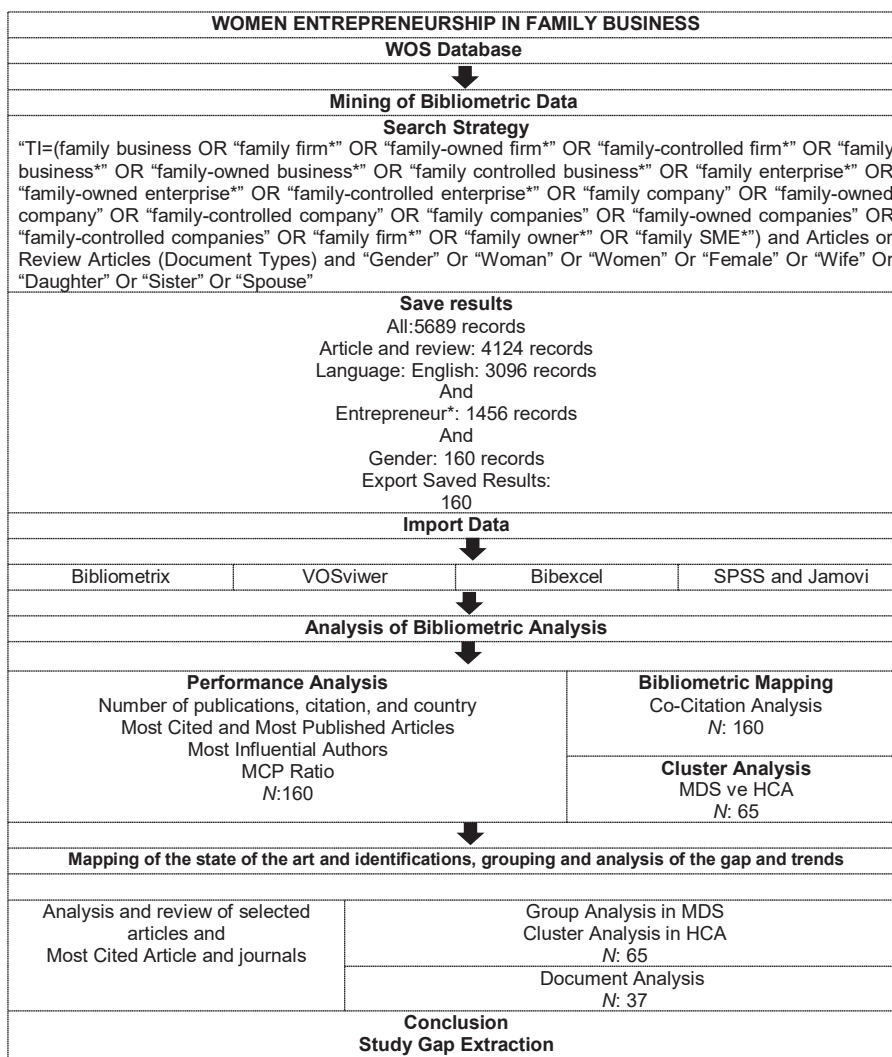
We extracted the raw data used in this study from the Web of Science (WoS) database. Despite Scopus and Google Scholar databases, WoS has the highest research standards (Bağış and Ardic, 2021; Merigó *et al.*, 2015). Moreover, among many articles using the bibliometric method to analyze specific topics, WoS is the most preferred database (Mulet-Forteza *et al.*, 2019; Gülhan and Kurutkan, 2021; Zhu *et al.*, 2021; Akbari *et al.*, 2022).

We developed a three-stage search strategy to focus on female entrepreneurship in family businesses. In the first stage, we identified words that have been used for family businesses, and searched WoS with these words in the title of the article. As the date range, we chose 1999–2022. Our search strategy consisted of the following terms and followed the order given below.

TI=(family business OR "family firm*" OR "family-owned firm*" OR "family-controlled firm*" OR "family business*" OR "family-owned business*" OR "family controlled business*" OR "family enterprise*" OR "family-owned enterprise*" OR "family-controlled enterprise*" OR "family company" OR "family-owned company" OR "family-controlled company" OR "family companies" OR "family-owned companies" OR "family-controlled companies" OR "family firm*" OR "family owner*" OR "family SME*") and Articles or Review Articles (Document Types) and "Gender" Or "Woman" Or "Women" Or "Female" Or "Wife" Or "Daughter" Or "Sister" Or "Spouse" (Search within all fields) and 2022 (Exclude – Publication Years) and English (Languages) and Articles or Review Articles (Document Types) and Entrepreneur* (Search within all fields)

As a result of the search, we found 5689 publications, then we selected only articles and reviews regarding publication types and reduced the number of publications to 4,124. We preferred this filtering because articles and reviews are subject to peer review and are more qualified publications (Bağış, 2021a). Furthermore, since 2022 is not yet over, we did not include publications from this year in the analysis. As a result, the number of publications decreased to 4,098. Finally, we selected only English publications and reduced the number of publications to 3,096.

Due to the focus of this study on the keyword "entrepreneurship", the outcome of articles after filtering was 1451. Then the articles regarding entrepreneurship in family businesses are based on keywords that are considered to represent women, such as "Gender" or



Source(s): Author's Presentation

Figure 1. Methodological approach

"Woman" or "Wife" or "Daughter" or "Sister." Table 1 displays the details of 160 documents found from the search strategy.

3. Results

In this section, performance analyses on the number of publications and citations, the most influential journals, authors and countries on women's entrepreneurship in family businesses over 160 articles were carried out. Firstly, we built a co-citations network of over 160 articles. Then, using Bibexcel software, we selected 65 papers that received at least 10 citations and higher as the lower threshold and converted them into a correlation matrix for further

Table 1.
Main information
about data

Sources (Journals, Books, etc.)	88	Document types	
Documents	160	Article	153
Average years from publication	6.8	Review	7
Average citations per documents	15.38	Authors collaboration	
Average citations per year per doc	1,961	Single-authored documents	28
References	7,524	Documents per Author	0.46
Document contents		Authors per Document	2.17
Keywords Plus (ID)	377	Co-Authors per Documents	2.66
Author's Keywords (DE)	399	Collaboration Index	2.46
Authors			
Authors	348		
Author Appearances	425		
Authors of single-authored documents	23		
Authors of multi-authored documents	325		

analysis. After this process, we performed MDS and HCA on the data set consisting of 65 articles. Finally, we performed document analysis by reading the articles in the three clusters formed due to these analyses. It is important to emphasize that uncovering a field's past intellectual structure requires focusing on previous research rather than current literature can undermine the contemporary and up-to-dateness of the database (Zha *et al.*, 2022; Bağış *et al.*, 2019). Despite this, we argue that MDS, HCA and document analyses are sufficient to analyze the intellectual structure of women's entrepreneurship in family businesses and to produce comparative results.

3.1 Performance analysis

Figure 2 shows the publications on women's entrepreneurship in family businesses between 1999 and 2021 and the citation frequency, which shows the fluctuating course from 1999 to 2021 regarding the number of publications and citations. Findings show that the interest in the topic increases and decreases periodically, and the first significant increases in the number of publications were in 2011 and 2013, respectively. After 2015, it increased continuously and reached its peak with 24 publications in 2018.

After 2018, the number of publications on women's entrepreneurship in family businesses has gradually decreased. When we evaluate the citation numbers in Figure 2, we find that the

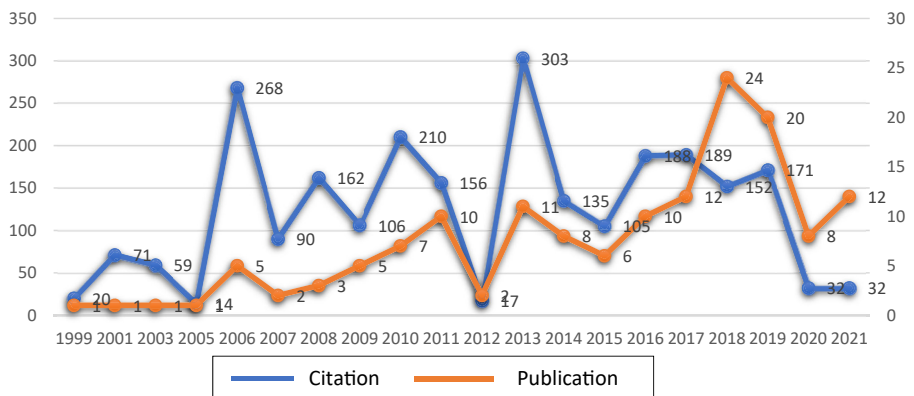


Figure 2.
Number of
publications and
citations of 160 articles
by years

most cited years are 2006, 2010 and 2013. According to the figure, the interest in women entrepreneurs in family businesses has decreased in recent years, both in publication and citation. Therefore, there is a need for research on the subject.

In the first column of [Table 2](#), we identified the top 20 journals that received the most references on women's entrepreneurship in family businesses. The first five of these journals are as follows: *International Journal of Gender and Entrepreneurship*, *International Small Business Journal-Researching Entrepreneurship*, *Journal of Family Business Strategy*, *Family Business Review*, and *Journal of Family Business Management*.

The other column in [Table 2](#) shows the top 20 journals that published the most articles on women's entrepreneurship in family businesses. The efficiencies of the journals are as follows, from high to low: *Journal of Family Business Management*, *International Journal of Gender and Entrepreneurship*, *International Small Business Journal-Researching Entrepreneurship*, *Journal of Family Business Strategy*, *Women Entrepreneurship in Family Business*. According to [Table 2](#), *International Journal of Gender and Entrepreneurship* stands out among the most cited journals. At the same time, *Journal of Family Business Management* ranks first in the journals with the most articles.

[Table 3](#) presents the most influential authors on women's entrepreneurship in family businesses. The five most influential writers are Welsh, Danes, Kaciak, Hamilton and Ramadani.

[Table 4](#) shows the countries and the number of articles by corresponding authors and provides the top 20 countries in the rankings. The number of corresponding authors, ranking of the top five countries is as follows: USA with 35 articles, the UK with 25 articles, Italy with 15 articles, France and Spain with seven articles.

[Table 4](#) shows that 29.80% of the articles were produced by the USA, 14.43% by the UK, 11.46% by Italy, 4.87% by Sweden and 4.01% by China. The first five countries have 64.47% of the total article production.

3.2 Cluster analysis

3.2.1 Co-citation analysis (CCA). CCA shows the frequency of citations of two different analysis units (article, author and journal) in the same study ([Wilden et al., 2017](#); [Vogel and Güttel, 2013](#)). Using 160 articles, we conducted a co-citation-network analysis with the bibliometrix software. We have given the co-citation network formed due to the analysis in [Figure 3](#). The analysis allowed us to visualize common citation patterns among studies in the field and identify the intensity and strength of relationships between studies. CCA showed that the intellectual structure for women's entrepreneurship gathered in three main clusters. Featured authors in the blue cluster according to the figure: [Jimenez \(2009\)](#), [Vera and Dean \(2005\)](#) and [Curimbaba \(2002\)](#). Featured authors in the green cluster are: [Hamilton \(2006\)](#), [Ahrens et al. \(2015\)](#) and [Sharma \(2004\)](#). Prominent authors in the red cluster are [Aldrich and Cliff \(2003\)](#), and [Danes et al. \(2007\)](#).

After CCA, we transferred the data to Bibexcel software to clarify the intellectual structure of the articles based on women's entrepreneurship in family businesses and make their clusters statistically significant. Then, using the Bibexcel software, we selected 65 papers that received at least 10 citations or higher as the lower threshold and converted them into a correlation matrix for further analysis.

3.2.2 Multidimensional scaling. We used MDS in cluster analysis. MDS is a method that organizes the data set and makes the information more efficient to understand better a large data set ([Allahverdi et al., 2021](#)). MDS is an analysis that allows creating a map to analyze the relationship between articles and identify the dimensions that best explain the similarities and differences. This analysis allows us to reach homogeneous article groups ([Ferreira et al., 2021](#)).

Journals	<i>h</i> *	<i>g</i>	<i>m</i>	TC	NP	Publication year start	Journals	Article number	%
<i>International Journal of Gender and Entrepreneurship</i>	6	8	0.42	111	8	2009	<i>Journal of Family Business Management</i>	9	10.34
<i>International Small Business Journal-Researching Entrepreneurship</i>	6	8	0.35	307	8	2006	<i>International Journal of Gender and Entrepreneurship</i>	8	9.2
<i>Journal of Family Business Strategy</i>	6	8	0.6	157	8	2013	<i>International Small Business Journal-Researching Entrepreneurship</i>	8	9.2
<i>Family Business Review</i>	5	5	0.29	227	5	2006	<i>Journal of Family Business Strategy</i>	8	9.2
<i>Journal of Family Business Management</i>	4	5		36	9		<i>Women Entrepreneurship in Family Business</i>	8	9.2
<i>Entrepreneurship Theory and Practice</i>	3	3	0.42	34	3	2016	<i>Family Business Review</i>	6	6.9
<i>Journal of Developmental Entrepreneurship</i>	3	3	0.2	200	3	2008	<i>Entrepreneurship Across Generations: Narrative Gender And Learning in Family Business</i>	4	4.6
<i>Journal of Family and Economic Issues</i>	3	3	0.23	19	3	2010	<i>Entrepreneurship Theory And Practice</i>	4	4.6
<i>European Journal of International Management</i>	2	2	0.25	30	2	2015	<i>Women in Business Families: From Past to Present</i>	4	4.6
<i>Family Relations</i>	2	2	0.2	49	2	2013	<i>European Journal of International Management</i>	3	3.45
<i>History of The Family</i>	2	2	0.22	28	2	2014	<i>Father-Daughter Succession in Family Business: A Cross-Cultural Perspective</i>	3	3.45
<i>International Entrepreneurship and Management Journal</i>	2	2	0.4	46	2	2018	<i>International Entrepreneurship and Management Journal</i>	3	3.45
<i>International Journal of Cross Cultural Management</i>	2	2	0.16	44	2	2011	<i>Journal of Developmental Entrepreneurship</i>	3	3.45
<i>International Journal of Entrepreneurial Behavior and Research</i>	2	2	0.15	48	2	2010	<i>Journal of Family And Economic Issues</i>	3	3.45

Table 2. Journals with the most cited and most published articles on women's entrepreneurship

(continued)

Journals	<i>h</i> *	<i>g</i>	<i>m</i>	TC	NP	Publication year start	Journals	Article number	%
<i>International Journal of Entrepreneurial Venturing</i>	2	2	0.15	11	2	2010	<i>Journal of Small Business Management</i>	3	3.45
<i>International Journal of Entrepreneurship and Innovation</i>	2	2	0.22	24	2	2014	<i>Family Relations</i>	2	2.3
<i>Journal of Business Ethics</i>	2	2	0.09	71	2	2001	<i>History of the Family</i>	2	2.3
<i>Journal of Business Venturing</i>	2	2	0.2	213	2	2013	<i>International Journal of Cross Cultural Management</i>	2	2.3
<i>Journal of Management and Organization</i>	2	2	0.14	37	2	2009	<i>International Journal of Entrepreneurial Behavior and Research</i>	2	2.3
<i>Journal of Small Business Management</i>	2	3		91	3		<i>International Journal of Entrepreneurial Venturing</i>	2	2.3

Note(s): *h*: Hirsch index or Hirsch number; *g*: *g*-index is an author or journal-level metric; *m*: The *m*-index is defined as h/n , where *h* is the *h*-index and *n* is the number of years since the first published paper of the scientist or journal; *TC*: Total Citation; *NP*: Number of Production

Table 2.

Author local impact Authors	<i>h_index</i>	<i>g_index</i>	<i>m_index</i>	TC	NP	PY_start
Welsh	5	5	0.556	103	5	2014
Danes	4	5	0.25	326	5	2007
Kaciak	4	4	0.444	83	4	2014
Hamilton	3	3	0.176	227	3	2006
Ramadani	3	4	0.5	50	4	2017
Lussier	3	3	0.176	41	3	2006
Sonfield	3	3	0.176	41	3	2006
Stafford	3	3	0.188	265	3	2007
Barrett	2	2	0.143	31	2	2009
Calabro	2	2	0.667	10	2	2020
Campopiano	2	2	0.333	49	2	2017
Cesaroni	2	3	0.222	26	3	2014
Clinton	2	2	0.5	22	2	2019
Dana	2	3	0.333	42	3	2017
Fitzgerald	2	2	0.143	13	2	2009
Haug	2	2	0.333	7	2	2017
Heinonen	2	2	0.333	41	2	2017
Hisrich	2	2	0.333	29	2	2017
Hok	2	2	0.333	7	2	2017
Hou	2	2	0.333	7	2	2017

Note(s): *h*: Hirsch index or Hirsch number; *g*: *g*-index is an author or journal-level metric. The *g*-index is an alternative for the older *h*-index; *m*: The *m*-index is defined as h/n , where *h* is the *h*-index and *n* is the number of years since the first published paper of the scientist or journal; *TC*: Total Citation; *NP*: Number of Production

Table 3.
The most influential
authors on women's
entrepreneurship
according to 160
articles

Table 4.
Corresponding authors
and number of
publications by
countries

Corresponding Author's country						Number of publications by country		
Country	Articles	Frequency	SCP	MCP	MCP_Ratio	Country	Frequency	%
USA	35	0.22152	25	10	0.286	USA	104	29.80
UK	25	0.15823	18	7	0.28	UK	50	14.33
Italy	15	0.09494	11	4	0.267	Italy	40	11.46
France	7	0.0443	3	4	0.571	Sweden	17	4.87
Spain	7	0.0443	4	3	0.429	China	14	4.01
Australia	6	0.03797	4	2	0.333	France	14	4.01
Canada	5	0.03165	3	2	0.4	Germany	14	4.01
China	5	0.03165	4	1	0.2	Australia	12	3.44
Sweden	5	0.03165	3	2	0.4	Canada	12	3.44
Germany	4	0.02532	2	2	0.5	Ireland	11	3.15
Macedonia	4	0.02532	1	3	0.75	Spain	11	3.15
Ireland	3	0.01899	0	3	1	Portugal	8	2.29
Portugal	3	0.01899	3	0	0	Slovenia	8	2.29
Slovenia	3	0.01899	3	0	0	Finland	7	2.01
Colombia	2	0.01266	0	2	1	Poland	6	1.72
Cyprus	2	0.01266	1	1	0.5	Indonesia	5	1.43
Finland	2	0.01266	0	2	1	Colombia	4	1.15
India	2	0.01266	2	0	0	Cyprus	4	1.15
Indonesia	2	0.01266	1	1	0.5	Czech Republic	4	1.15
Israel	2	0.01266	2	0	0	Greece	4	1.15

Note(s): SCP: Single Country Production; MCP: Multiple Country Production

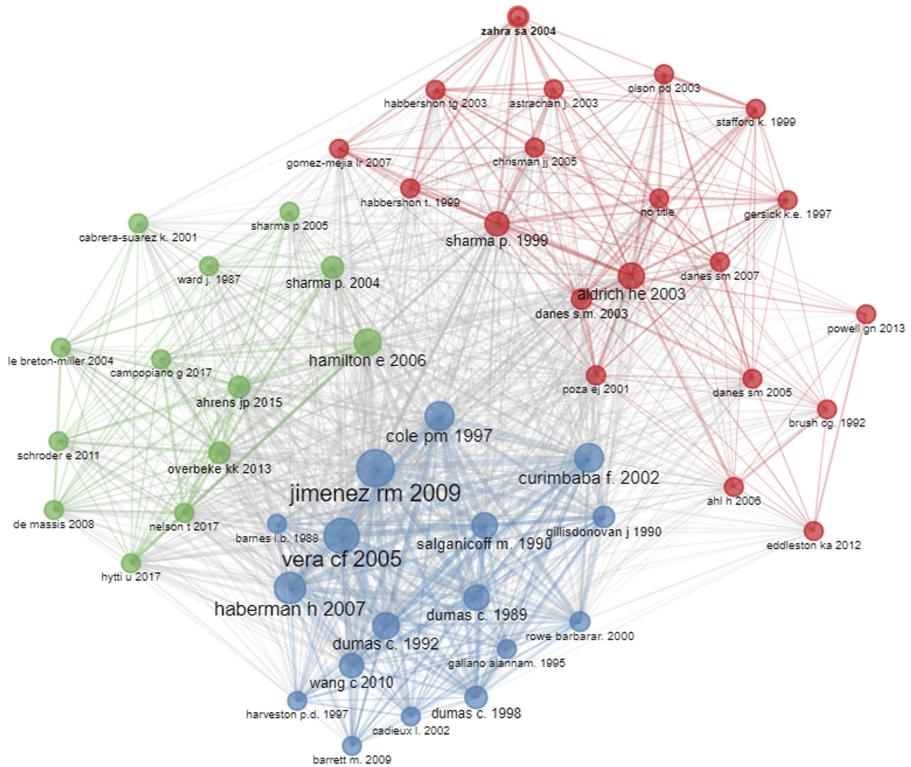


Figure 3.
Co-citation network
visualization

We used Kruskal's stress value in the MDS analysis, which measures the goodness of fit. Accordingly, 0.00 indicates full compliance, while values greater than 0.20 indicate a poor fit (Kruskal, 1964). We also used the R-Squared value in this analysis. The R-Squared value is the ratio of variance calculated based on the corresponding distances of the scaled data. The R-Squared value ranges from 0 to +1, and closer to +1 indicates reliability. The closer the obtained value is to +1, the better the reliability value of the data will be (Allahverdi *et al.*, 2021). The adjustment indexes (Kruskal's Stress = 0.13437 and RSQ = 0.96122) present values indicating that the mapping shows an excellent approximation to reality. We determined the clusters according to the MDS map using the correlation matrix based on these explanations. The left side of the figure shows the article numbers formed before the cluster analysis. The right side shows the clusters that determine the boundaries of the articles as a result of the MDS analysis. Figure 4 shows that the articles form three clusters as in the CCA.

After conducting MDS analysis, HCA analysis was performed. Although HCA analysis allows for identifying clusters of articles like MDS analysis, there are some differences between the two analyses. For example, MDS assumes gradual differences between objects along a continuous dimension, while HCA assumes a categorical data representation. Nevertheless, both analyses allow us to classify data and are calculated based on the proximity matrix of co-citation frequencies (Kumar *et al.*, 2020).

The MDS provides a micro view highlighting text-level correlations to identify topics of greater interest. HCA gives a macro view of key thematic relationships, offering valuable generalizations that MDS does not easily capture. In addition, the simultaneous comparison of results from both methods reveals a more informed perspective for researchers that it is not possible when viewed alone (Zha *et al.*, 2022; Foroudi *et al.*, 2021; Chabowski *et al.*, 2018). Our study compared the results of clustering analyses and performed an HCA analysis to determine whether the themes were statistically similarly differentiated in both cluster analyses.

3.2.3 Hierarchical cluster analysis. HCA organizes groups of similar data into clusters (Zha *et al.*, 2022). This analysis allows us to classify a set of scattered and disordered data according to various similarity criteria (Chabowski *et al.*, 2018). The purpose of cluster analysis is to determine whether a data set contains different groups and identify if there are differences. One of the most common methods to identify clusters in HCA analysis is the Ward method, which allows researchers to obtain interpretable results (Foroudi *et al.*, 2021; Yari *et al.*, 2020). Cluster analysis based on Ward's hierarchical method allowed us to group articles appearing in the MDS. We provided the cluster dendrogram, which we obtained as a result of an HCA analysis of 65 articles in Figure 5. HCA analysis results indicate the presence of three clusters.

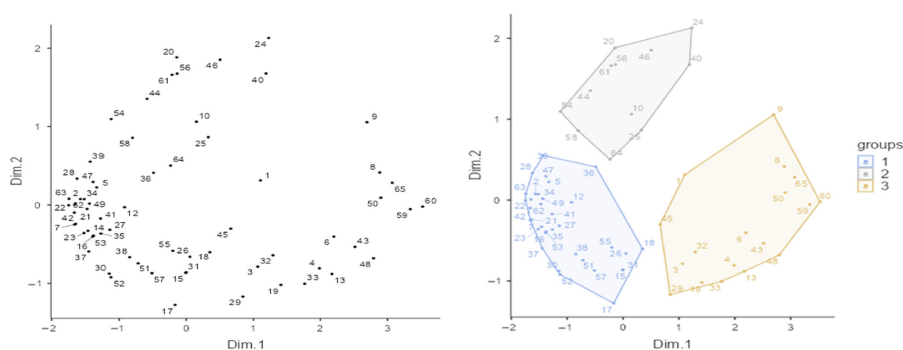


Figure 4.
Multidimensional
scaling (MDS plot)

Table 5 shows the matches formed as a result of MDS and HCA analyses. This match offered a more informed and coherent perspective by simultaneously comparing the results obtained using two different clustering techniques (Zha *et al.*, 2022; Chabowski *et al.*, 2018). As a result of analyzing, we found that two clustering techniques reported articles in three clusters and results similar to each other. Furthermore, we also determined that the 60 papers in the table are in the same clusters. It corresponds to 92.307% ($60 \times 100 / 65 = 92.307\%$) proportionally. Therefore, the similarity of the results in both cluster analyses shows that the themes differ statistically, and we can rely on the results.

After MDS and HCA analysis, we analyze 65 articles. As a result, we determined that eight articles were literature reviews on women and gender issues in family businesses, and we excluded these articles from the analysis: Brush (1992), Sharma (2004), Ahl (2006), Jimenez (2009), Wang (2010), Jennings and Brush (2013), Nelson and Constantinidis (2017) and Campopiano *et al.* (2017). We excluded these articles as they relate to women and gender issues in family businesses, limiting our understanding of the phenomenon we are trying to analyze and preventing us from reaching new dimensions.

During of document analysis, we found 20 articles on women, gender, and entrepreneurship in family businesses: Eisenhardt (1989), Ward (1997), Chua *et al.* (1999), Stafford *et al.* (1999), Habbershon and Williams (1999), Dyck *et al.* (2002), Habbershon *et al.* (2003), Miller *et al.* (2003), Astrachan and Shanker (2003), Olson *et al.* (2003), Sharma *et al.* (2003), Zahra *et al.* (2004), Le Breton-Miller *et al.* (2004), Marlow and Patton (2005), Chrisman *et al.* (2005), Shelton (2006), Gomez-Mejia *et al.* (2007), De Massis *et al.* (2008), Howorth *et al.* (2010) and Berrone *et al.* (2012). We can summarize the exclusion of these articles under several headings. Initially, some articles were about the method (see Eisenhardt, 1989). Second, some articles were introductory articles and special issues (see Howorth *et al.*, 2010). Third, some articles were on socioemotional wealth in family businesses (see Gomez-Mejia *et al.*, 2007; Berrone *et al.*, 2012). Fourth, some articles concerned strategic management, sustainability and the resource-based view (see Habbershon and Williams, 1999; Olson *et al.*, 2003; Zahra *et al.*, 2004; Chrisman *et al.*, 2005). Finally, although some articles were about women, gender and entrepreneurship, they focused on women and work-family relationships outside of the non-family business (see Marlow and Patton, 2005; Shelton, 2006). After this exclusion phase, we read the remaining 37 articles and conducted a document analysis. As a result, we defined clusters.

4. Women entrepreneurship in family business: dominant topics

4.1 Cluster 1: succession, women roles and involvement

4.1.1 Women succession. Generally speaking, findings from the first cluster focused on succession, factors that influence women's succession in family firms, and the role and involvement of women in family firms. For example, Vera and Dean's (2005) study shows

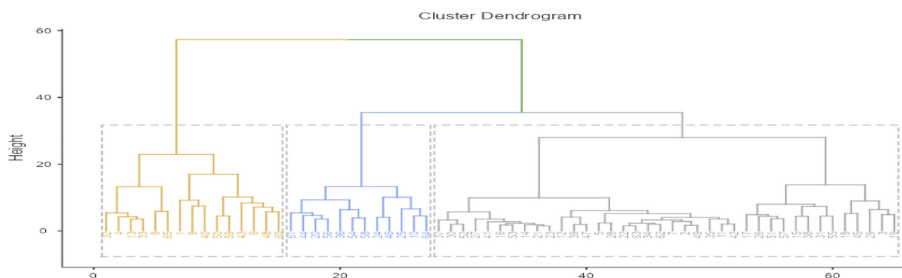


Figure 5.
HCA dendrogram

Articles	MDS	HCA	Articles	MDS	HCA	Articles	MDS	HCA
Haberman and Danes (2007)	1	1	Powell and Eddleston (2013)	1	1	Sharma and Irving (2005)	2	2
Poza and Messer (2001)	1	1	Olson <i>et al.</i> (2003)	1	1	Dumas (1998)	3	3
Gersick <i>et al.</i> (1997)	1	1	Vera and Dean (2005)	1	1	Marlow and Patton (2005)	3	3
Dumas (1992)	1	1	Ahl (2006)	1	1	Overbeke <i>et al.</i> (2013)	2	2
Chrisman <i>et al.</i> (2005)	1	1	Galiano and Vinturella (1995)	1	1	Brush (1992)	3	3
Cruz <i>et al.</i> (2012)	1	1	Astrachan and Shanker (2003)	1	1	Nelson and Constantinidis (2017)	2	2
Fitzgerald and Muske (2002)	1	1	Miller <i>et al.</i> (2003)	1	1	Danes <i>et al.</i> (2007)	3	3
De Massis <i>et al.</i> (2008)	1	1	Sharma <i>et al.</i> (2003)	1	1	Kellermanns <i>et al.</i> (2008)	3	3
Jimenez (2009)	1	1	Cadieux <i>et al.</i> (2002)	1	1	Shelton (2006)	2	2
Rowe and Hong (2000)	1	1	Howorth <i>et al.</i> (2010)	1	1	Danes <i>et al.</i> (2005)	2	1
Jennings and Brush (2013)	1	1	Hamilton (2006)	1	3	Dyck <i>et al.</i> (2002)	3	3
Stavrou (1999)	1	1	Schroder <i>et al.</i> (2011)	1	1	Wang (2010)	3	3
Cabrera-Suárez <i>et al.</i> (2001)	1	1	Curimbaba (2002)	1	1	Habbershon <i>et al.</i> (2003)	1	1
Harveston <i>et al.</i> (1997)	1	1	Cole (1997)	1	1	Zahra <i>et al.</i> (2004)	2	2
Barnett and Barnett (1988)	1	1	Sharma (2004)	3	3	Salganicoff (1990)	3	3
Dumas (1989)	1	1	Danes and Olson (2003)	1	1	Stafford <i>et al.</i> (1999)	3	3
Hollander and Bukowitz (1990)	1	1	Ward (1997)	2	2	Ahrens <i>et al.</i> (2015)	2	1
Gomez-Mejia <i>et al.</i> (2007)	2	2	Barrett and Moores (2010)	2	2	Barnes (1988)	2	2
Hytti <i>et al.</i> (2017)	3	2	Gillis-Donovan and Moynihan-Bradt (1990)	1	1	Eisenhardt (1989)	1	1
Habbershon and Williams (1999)	2	2	Berrone <i>et al.</i> (2012)	2	2	Keating and Little (1997)	2	2
Aldrich and Cliff (2003)	2	2	Garcia-Alvarez <i>et al.</i> (2002)	2	1	Le Breton-Miller <i>et al.</i> (2004)	2	1
Campopiano <i>et al.</i> (2017)	2	2	Chua <i>et al.</i> (1999)	3	3			

Table 5.
MDS and HCA analysis

cross-gender succession and shows that the daughters' leadership styles may be compared to might be judged on her leadership styles. Another study shows that the transition and succession process smoothly between father and daughter due to their relations (Galiano and Vinturella, 1995). In terms of effective succession plans, Cadieux *et al.* (2002) maintain that succession plans are effective in balanced families due to the absence of resistance from employees and families compared to unbalanced families. In addition, Curimbaba's (2002)

study shows that family firm structure is an essential factor concerning women's visibility. This study divides the invisibility of women in family businesses into three: low, medium and high. Low visibility is related to the high number of boys in family businesses. In these cases, the visibility of women in administrative processes decreases. Medium visibility is associated with the professional girl operating in mature and stable family businesses. Higher visibility (anchor) is when family businesses are dominated by girls and seen as future successors.

Studies show that growing up in a family business and socialization since early childhood positively influences succession (Schroder *et al.*, 2011; Dumas, 1992). For example, socialization in work and active involvement increases daughters' ability to work more effectively and cooperate with their fathers, thus, leading to successful succession (Dumas, 1992). Vera and Dean (2005) show that gaining trust through building communication and relationships with family and non-family firms. Schroder *et al.* (2011) maintain that parental succession preference and preparation are related to the daughter's personality traits. During the succession process, parents' succession intentions are influenced at the pre-entry stage. Thus, the more robust parent preference for succession and preparation, the higher adolescents report the intentions to become successors of the family firm.

Besides, Harveston *et al.*'s (1997) study suggests that succession is related not only to gender but also to other factors such as manager characteristics, age, education, financial stake, organizational characteristics (e.g. size), formality and capital. Other studies show that gender stereotypes influence succession. Studies maintain that the succession process is challenging for women as they face sexual stereotypes and being 'daddy's little girl', which impedes them from reaching higher management functions (Dumas, 1992). Haberman and Danes (2007) emphasize the importance of restructuring power structures and interactions during management transfer to avoid conflict among family members, shared meanings and integration. This study shows that women feel involved within the family business thanks to the father-daughter business experience and relationships. Likewise, Poza and Messer's (2001) study shows that women's role is undermined in family firms due to barriers resulting from the lack of commitment of family members, uncertainty regarding a future relationship, and risk of reallocation of company shares.

Another study by Hollander and Bukowitz (1990) maintains that organizational culture derived from family share men, roles, rules, values, norms and beliefs influence women's willingness to pursue their careers in the family firm and are the source of the unrecognized role that women have. Galliano and Vinturella's (1995) study shows that the skepticism of family or non-family members regarding the ability of women to be successors of the family business may hinder their succession. Likewise, Cole (1997) finds that women's invisibility within the family firm is related to the skepticism regards to women's successors derived from various stakeholders within the family or outside the family (e.g. customers, suppliers, managers of other companies) as well the challenge on combining professional with private life. Despite this, women succeeded in becoming successors, having professional development and achieving high success and image in their family firms.

4.1.2 Women roles and involvement. In this category, studies are grouped into three categories regarding the role and involvement of women in the family business. In the first category, studies focus on women's invisible role in family firms. These studies maintain that besides factors of firm size, market employment, status self-reported from husband, the origin and characteristic of the firm, women earn less than men and are undervalued in family firms (Rowe and Hong, 2000). Likewise, Cole (1997) maintains that women's invisible roles in family firms are not directly linked to the family firm management but to other factors such as the responsibility of taking care of the household and children. Furthermore, the roles that women take are related to the expectations of fathers on daughter's performance, who ask for guidance regards to increase their job performance (Galiano and Vinturella, 1995). In addition (Danes and Olson, 2003), women are monitored by males, and their success is influenced by

demands derived from the family and goal conflict derived from family and non-family members.

The second category of studies examines women's impact on family firms. Studies show that women entrepreneurs than men are more successful in benefiting from family to support the firm, have higher business performance, achieve growth in terms of employment, and, thanks to relationships built, reach a satisfactory level of status (Powell and Eddleston, 2013). Another study shows that women entrepreneurs compared to men, show higher abilities to manage conflict in pursuing a family firm's socioemotional wealth and financial goals and using them to the firm's advantage (Cruz *et al.*, 2012). Women adopt the role as stewards in the family firm to ensure the family's legacy, install a sense of purpose, responsibility, commitment to ensure firm success, and influence positively family employment and performance (Poza and Messer, 2001). Rowe and Hong's (2000) study shows that women working in the family firm and with others positively impact family economic well-being.

Studies show that women play formal and informal leadership roles in the family business. For example, Poza and Messer (2001) examined six roles women adopted in family firms; jealous spouse, chief trust officer, partner or co-preneur, vice-president, senior advisor and a free agent. This study maintains that women are aware of the role they play and understand the importance of changing these roles. Dumas (1992) shows that daughters, thanks to their abilities and distinct leadership styles, are more effective as successors in solving the conflict by cultivating and aiding solutions between family members. Other studies examined co-preneurial spouses (Fitzgerald and Muske, 2002) tensions between husband and wife (Danes and Olson, 2003). Fitzgerald and Muske's (2002) study shows that co-preneurial spouses view the firm as a way of life, not a source of income. Contrary to this study, Danes and Olson's (2003) study reports that when the husband is the manager, and the roles are unclear, husband and wife in the business causes tensions between the couple, which negatively reflects firm success. Schroder *et al.* (2011) study show that girls show high entrepreneurial intentions to start a new company than become successors in their family business.

4.2 Cluster 2: succession process, gender bias, leadership and entrepreneurship

4.2.1 Succession process. Scholars discussed the succession process based on steps and stages. With regards to steps, Keating and Little's (1997) study show five steps of the succession process: (1) watching for interest, (2) reducing the pool of eligible starts in ten years period, (3) assessing the commitment that occurs when children are adults and are apt to start a carrier, (4) compensating the others occur at the end when the successor already is decided and (5) placing the successor. This study shows that the step of watching for interest starts at a young age and ends when the successor fulfills the criteria requested. Factors such as gender and birth order played determining factors that parents did not make any commitments concerning their daughters during the assessing the commitment. At the compensating stage, daughters were encouraged to pursue other careers. In terms of stages, Garcia-Alvarez *et al.* (2002) analyzed family and business socialization and showed that family socialization transmits family values into the business. Compared to family socialization, business socialization starts at an early age when the successor has a low level of education, but it is expected to reach a higher level of education in the future. This study also shows weak connections between individuals who joined business later and potential female successors.

4.2.2 Gender bias. Similar to the first cluster, studies discussed gender stereotypes in the second cluster. For example, research by Keating and Little (1997) shows that boys are more preferred for succession than girls. In a different study, Garcia-Alvarez *et al.* (2002) concluded that women are considered successors when they dominate the family or are firstborn.

In this case, according to [Barnes \(1988\)](#), hierarchy is essential, wherein case daughters are successors, and they face challenges of being accepted by both family and non-family members. Furthermore, [Ahrens et al. \(2015\)](#) study showed that intra-family successors occur when the predecessor has a son, although women successors have higher human capital than men. However, this may change if unique circumstances or critical events occur, leading firms to an unplanned succession process. Finally, [Overbeke et al. \(2013\)](#) study shows that gender stereotypes are crucial in a daughter's succession. This study indicates that sons were aware that they would be successors early. In contrast, due to gender bias and stereotypes, daughters did not consider succession due to gender norms that hampered their perceptions that they would become successors.

4.2.3 Leadership and entrepreneurship. Studies discussed formal or informal leadership styles within the role subcategory on the role of women in family firms. For example, [Danes et al. \(2005\)](#) analyzed discourse styles used by men and women in family firms. This study shows differences in communication styles between men and women and shows that women, compared to men, manage their family businesses and have higher emotional styles, as the latter could balance emotional language by forcing on planning tasks and creating efficiencies. While for emphasized ideas, there was a balance; in some cases, women had an advantage, while in others men. [Barrett and Moores \(2010\)](#) study examined women's leadership and entrepreneurial roles. This study shows that women, to succeed in their leadership and entrepreneurial roles in family firms, employ strategies such as stumbling into the spotlight, attempting to build their stage, directing the spotlight elsewhere, and coping with shadows. In cases where these strategies fail to take leadership and entrepreneurial roles, they become invisible.

4.3 Cluster 3: women leaders and identity construction

Unlike the first and second clusters, the most dominant issue in the third cluster is women's leadership roles in family businesses and how they form this identity. Similar to the first and second clusters, there is an emphasis on gender bias and succession issues in this cluster. On this subject, [Hytti et al. \(2017\)](#) address the challenges women face in family businesses and their strategies, such as leadership identities and styles. This study shows how women adopt masculine-type ownership identity to build an identity and increase the odds of becoming successors. Furthermore, this study also shows how women construct and negotiate their leadership identities through interaction by opposing, expanding, and maximizing gendered scripts. As a result, they move from masking leader identity and building masculine type identity to become the strong owners. [Dumas's \(1998\)](#) study presents a framework for participation and leadership in the context of succession. This study shows that pathways toward leadership depend on the family and the business. Factors that influenced the parents' decision were the intent of the daughter to become the successor in the business, skills, education, leadership abilities and experience. This study also shows that gender bias is evident, despite the crucial role and impact women could have on the business and the family. [Hamilton \(2006\)](#) analyzed how women resist and challenge patriarchy and their marginalized roles in family firms. This study shows how the myth of entrepreneurship shapes social narratives as means of identity and power and shows narratives presented on how women resist and respond to patriarchy.

5. Discussion

This study examined the 65 most influential articles on women's entrepreneurship in family businesses. We identified the number of publications and citations, the most influential journals, authors and countries in the performance analysis. We used co-citation, MDS and HCA analyses for cluster analysis to have a more robust perspective and employed document

analysis to examine the dominant topics and future trends in depth. One of the main aims of our research was to provide other researchers with a guide to future research topics and contribute to new research development and examine studies conducted between 2019 and 2022. In addition, we have addressed possible future research topics to help further develop the research field based on these articles.

Our research findings indicate the existence of three clusters of research in the field: cluster 1: succession, women roles and involvement; cluster 2: succession process, gender bias, leadership and entrepreneurship; cluster 3: women leaders and identity construction. In previous research aimed at exploring women's participation in family businesses, [Sentuti et al. \(2019\)](#) identified four main themes: (1) women in family businesses, (2) succession, (3) women-owned family businesses and women's entrepreneurship and (4) Co-preneurial. Themes in our clusters are similar to themes of [Sentuti et al. \(2019\)](#), e.g. heritage, women's entrepreneurship and co-entrepreneurship, besides themes regarding female leaders and women's identity construction.

[Maseda et al. \(2022\)](#) summarized the studies on women's participation in family businesses under five headings: (1) women entrepreneurs and family businesses, (2) women in family business management, (3) family-work dynamics, (4) women in business succession and (5) temporal and spatial dimensions of women's involvement in family businesses. Our findings on women's entrepreneurship, women in family business management and succession, [Maseda et al. \(2022\)](#) are compatible. Likewise, we added literature findings regarding female leaders, gender biases, and the construction of female identity in family businesses as dominant themes. Our results support the conclusions of [Campopiano et al. \(2017\)](#) reviewed the evolving literature on women's participation in family businesses. The authors identified four themes necessary to women's involvement in family businesses: (1) entrepreneurial entry, (2) succession, (3) career dynamics and (4) increased interest in women's presence.

Our findings show the dominant topics are succession, gender differences and management styles which are in line with [Kubiček and Machek's \(2019\)](#) study, which argues that studies on gender in family businesses and mentioned the importance of factors related to environment and context, people, and processes. The scholars emphasized the importance of cultural factors in the environment and context, such as education in people, work experience, succession and gender differences in management styles. The processes focused on successor selection, successor development and knowledge transfer factors. Unlike this study, our findings show that issues such as leadership, entrepreneurship and identity construction are controversial in the field. Our study also adds to the literature regards to the gender bias that are evident in family firms. Findings show (e.g. 1st and 2nd clusters) the existence of gender biases regarding succession. These findings support previous studies' arguments that girls are at a disadvantage in terms of disability [Wang \(2010\)](#), unlike entrepreneurial family businesses, traditional family businesses do not consider female members, especially girls and strategic succession planning is lacking ([Chang et al., 2021](#)). Likewise, these findings also support [Jurik et al. \(2019\)](#) on co-preneur spouses, who suggest that women's narratives focus on a mix of work and family life while men's narratives focus on work. In addition, our findings show that (e.g. 1st and 2nd clusters) women remain in the background and support [Sharma \(2004\)](#), who argued that most women in family businesses remain in the background, often taking on the role of household manager and taking primary responsibility for household and child-rearing duties.

6. Limitations and future research

This study has some limitations and proposes several future suggestions topics. First, we used multiple words in our search strategy to find articles on women's entrepreneurship in

family businesses. New conceptualizations and nomenclatures emerge over time (example: “femterpreneur”). The process of accepting and using these words often takes time. For example, given the nature of the research, different key terms may reveal various articles that may impact the study results. Second, although MDS results are widely used in bibliometric research, other cluster analyses may show different groups and clusters (Marvi *et al.*, 2020). Future studies may explore the topic of women’s entrepreneurship using various bibliometric analyses. For example, using other methods such as co-word analysis may reveal different clusters and results (Zupic and Cater, 2015). Finally, bibliometric research focuses more on retrospectives, with a heavy emphasis on the most cited articles. The women’s entrepreneurship field analysis is mainly based on the themes in the most cited articles. Thus, newer articles and contributions may be equally important, and the importance of such contributions may only emerge over time (Maseda *et al.*, 2022; Vogel and Güttel, 2013). Future research can examine the subject with bibliographic coupling analysis in this context.

This study provides some future suggestions for topics regarding women’s entrepreneurship in family businesses. There are some inconsistencies regarding previous studies, which can be considered for further examination for future research. For example, in recent years, there has been an increasing trend to research women’s roles on the board of directors in family businesses (Zhang and Luo, 2021; Watkins-Fassler and Rodriguez-Ariza, 2019; Cruz *et al.*, 2019). Zhang and Luo (2021) claimed that gender diversity in the board of directors in family businesses affects the risk-taking behavior of the firm. The authors concluded that increasing the proportion of non-independent female directors on boards increases the risk of performance hazards and reduces risk-taking. Another study, Watkins-Fassler and Rodriguez-Ariza (2019), examined the effect of board characteristics on international entrepreneurship and found evidence that women on boards reduce the likelihood of global entrepreneurship. However, Cruz *et al.* (2019) concluded that women on the boards of directors of family companies increase corporate social responsibility performance. On the other hand, previous studies have shown that corporate social responsibility activities affect firm performance and sustainability and are the source of competitive advantage (Strand *et al.*, 2015).

Second, in previous studies, De Massis and Foss (2018) called for research on micro-foundations in family businesses. Some studies in recent years have investigated the effect of dynamic managerial capabilities of the spouse of a family business owner (employed or unemployed) on firm innovation. Likewise, Gerulaitiene *et al.* (2020) show that spouses of family business owners contribute to firm innovation through their dynamic managerial capabilities such as emotion regulation, conflict resolution, and networking. There is a productive research agenda on the micro-foundations of strategic management in general and dynamic capabilities in particular. In this context, it is worth examining the cognitive factors in women’s decision-making process in family businesses (Yu *et al.*, 2022), for example, employing the concepts of psychology foundations (e.g. Picone *et al.*, 2021). In recent years, there has been a significant trend toward these studies in family businesses. In particular, the behavioral strategy field provides important concepts for examining women entrepreneurs’ cognitive and behavioral factors. These concepts include emotions (Bormann *et al.*, 2021; Humphrey *et al.*, 2021), memories, experiences (Humphrey *et al.*, 2021), family-nonfamily members prejudices, intuitions (Picone *et al.*, 2021) and motivations (Gagne *et al.*, 2021).

Third, the inconsistencies of the articles in the 3rd cluster indicate the topic of women’s leadership and identity construction in family businesses. Recent studies on this subject show a trend toward the subject (Xian *et al.*, 2021; Mussolino *et al.*, 2019; Byrne *et al.*, 2019; Mustafa *et al.*, 2019). Therefore, future research can analyze the history of leadership development longitudinally with historical case studies in family businesses with female leaders. In addition, how this identity is constructed in the successor-predecessor relationship

(for example, father-daughter or mother-daughter) (McAdam *et al.*, 2021; Mussolino *et al.*, 2019) can be examined longitudinally. In these studies, the effects of formal and informal institutions specific to different contexts (North, 1990; Peng *et al.*, 2009) can be longitudinally questioned. In recent years, inquiries regarding the micro-foundations of entrepreneurship stories in family businesses have increased within the framework of the institution-based view (Soleimanof *et al.*, 2019). This is an opportunity for future research topics to combine facts from context and micro-foundations.

Fourth, recent studies call for a family embeddedness perspective on entrepreneurship (Aldrich *et al.*, 2021; Aldrich and Cliff, 2003). Future research can build based on this concept and consider the changes in the historical development patterns of family dynamics and changes in the roles of women and men in the family. It is worth examining the effects of family system characteristics (transitions, resources, norms, attitudes and values) (Aldrich *et al.*, 2021) on women's entrepreneurship stories, especially in different contexts and in various sizes of family businesses as well.

Fifth, studies on co-entrepreneur couples in family businesses offer essential opportunities for the future. For example, Jurik *et al.* (2019) stated that men in Czechia claimed business leadership while men in the US gave equal credit to women. Considering these results, we see differences in the importance of women's entrepreneurship in family businesses in different contexts. Therefore, future research can identify new research agendas from contexts with various formal and informal institutions regarding co-entrepreneur couples. In conclusion, these suggestions for future research show an increasing trend toward research aiming to explore the role of women entrepreneurs in family businesses (Kumar *et al.*, 2020) and reveal the need for new research.

Finally, we argue that the concepts of (1) Austrian school of economics, (2) social cognitive theory may help understand the phenomenon of female entrepreneurship in family businesses. The Austrian school of economics offers significant opportunities to understand the heterogeneity between successful and unsuccessful women entrepreneurs in family businesses. According to the assumptions of this school, individuals in the decision-making process: (1) have subjective perceptions about the environment, (2) perceptions are formed in a world of uncertainty, (3) personal perceptions are not always correct and (4) actions in the environment are not always correct and market coordinated (Rizzo, 1982, pp. 57–58). Here, the focus is on individuals' perceptions, and subjective evaluations can be addressed based on the following questions: (1) how do women entrepreneurs' subjective perceptions and values reflect company management and company performance? (2) What are the differences between successful and unsuccessful women entrepreneurs regarding subjective perceptions and values? These questions offer essential opportunities to investigate the phenomenon of women's entrepreneurship in family businesses. The social cognitive theory describes how individuals become active participants in their development as a problem domain (Bandura, 1986, 1989). According to the theory, individual capabilities such as symbolizing capability, vicarious learning capability, forethought capability, self-reflective capability, self-regulation capability (Bandura, 1986), self-belief and self-efficacy shape the decision-making processes of managers (Bandura, 1986; Wood and Bandura, 1989). Therefore, female entrepreneurs with (or without) these skills are likely to impact the sustainability of their family business. For this reason, the behavior of family businesses can be questioned in terms of the existence of women entrepreneurs with (or without) these skills. Examining the longevity and intergenerational continuity of family businesses based on these capabilities can also produce meaningful results.

7. Conclusion

In recent years, the increased participation of women in the management of family businesses has increased the interest in research on women's entrepreneurship in these businesses.

Thus, this study aimed to identify the dominant topics and trends in the field and provide future topic suggestions on women's entrepreneurship in family businesses. In doing so, we identified the most influential journals, authors and countries in the field. The results based on three clusters show the following: In the first cluster's succession, women's roles and involvement were the dominant themes; in the second cluster, the topics of the succession process, gender bias, leadership and entrepreneurship came to the fore; In the third cluster, women leaders and identity construction were essential topics. Our study outlines the field of women's entrepreneurship in family businesses, providing an agenda and calling for future research.

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