

Entrepreneurial Identity Formation and Business Development among Women Entrepreneurs in Emerging Economies

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Abstract: This research aims to investigate how women entrepreneurs in emerging economies develop their entrepreneurial identities and how these identities affect their leadership styles and business growth results. The study employs a qualitative, literature-based approach relying on peer-reviewed journals. Articles, documented case studies, and policy-related writing on women entrepreneurship are systematically analyzed through thematic analysis to uncover significant patterns and connections. The research is conducted to fill a gap in understanding identity-related factors within entrepreneurship studies, as this literature review primarily focuses on financial and structural elements, neglecting the impact of personal values and socio-cultural contexts on the growth and sustainability of women-led businesses. This study examines how entrepreneurship identity formation among women entrepreneurs in emerging economies influences leadership and business development outcomes using a systematic literature review and thematic analysis. This study adopted a qualitative literature based research design using systematic literature based design utilizing a systematic literature review approach. Studies published from 2005 to 2025 were screened using predefined inclusion and exclusion criteria. Descriptive statistical analysis and bibliometric techniques, including keyword frequency and co-occurrence analysis, were applied to examine publication trends and thematic distributions. The selected literature was further analyzed using thematic analysis to identify entrepreneurial identity formation, leadership behavior, and business growth outcomes. The synthesis of literature published from 2005 to 2025 indicates that entrepreneurial identity formation among women entrepreneurs in emerging economies is shaped by personal values, educational background, gendered socio-cultural expectations, and institution-related constraints. These identity orientations are reflected in leadership approaches that emphasize participative decision making, ethical orientation, and sustainability-focused business growth. The findings further show that entrepreneurship research continues to place greater emphasis on financial and structural factors, while identity-driven explanations of women-led business development remain relatively

less explored. Drawing on thematic analysis supported by descriptive and bibliometric techniques, the study concludes that women entrepreneurs in emerging economies develop their identities through the interaction of active initiatives undertaken along with personal values, social factors, and societal norms, which in turn shape participative, ethical, and sustainability-oriented leadership practices.

Keywords: Women's Entrepreneurial Identity, Gendered Leadership Behavior, Identity-Based Decision Making, Business Sustainability in Women Owned Business