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Seema Parmar
seemaparmar9@gmail.com

Suman Ghalawat
sahrawat_s@yahoo.com

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Thirty Years Research Output on Rural Women Entrepreneurship: A Bibliometric Analysis of Publications (1989-2018)

Dr. Seema Parmar

Assistant Librarian, Nehru Library,
CCS Haryana Agricultural University, Hisar, Haryana
and

Dr. Suman Gahlawat

Assistant Professor, Dept of MBA
CCS Haryana Agricultural University, Hisar, Haryana

ABSTRACT

The present study is an effort to highlights the growth of literature on rural women entrepreneurship from 1989 to 2018. Data was taken from a leading indexing database Scopus. A total number of 188 articles on the topic were explored in different type of published documents. The results shows that research output on rural women entrepreneurship was increased gradually from 7 in 2011 to 16 in 2015 and 25 in 2018. A continuous increase in literature was recorded from first decade to the latest decade. Majority of publications (19.14%) received at least once citations followed by 18.08 % received 6 to 10 citations. Paper by Warnakulasuriya, Johnson and Van Der Waal accounted for highest number of citations (130).

Keywords: Entrepreneurship, Rural women entrepreneur, Bibliometric, Research output on Entrepreneurship

1. INTRODUCTION

Involvement of women in home as well as job has been very important for society upliftment on different parameters around the world. A successful woman entrepreneur require confidence, novel thoughts, creativity, inventive and self-economic independence or in association, produces employment prospects to others by initiating, setting up organization and managing the organization while managing her personal, family and social responsibilities (Singh 1992). Undoubtedly, growth of a nation is influenced by the involvement of woman in all fields of work but in countries like India, where majority of population resides in rural areas and a woman cannot think about to setup their own business by crossing her boundaries, women entrepreneurship has become current issue in rural India. By becoming entrepreneur, a woman

becomes financially independent and ready to accept the stimulating role to fulfill the needs of her family. In the rural areas, there are lots of problems faced by large firms for starting any business then woman entrepreneurship is the only solution for employment generation for giving employment to rural people. Entrepreneurship is the method of generation of creative ideas, taking risk and prizes and a person who is willing to take risk and start something innovative is called as entrepreneur.

2. OBJECTIVES OF THE STUDY

The main purpose of the present study is to analyze the research productivity on Rural Women Entrepreneurship (RWE) in the field of social sciences. The detailed objectives are as follows:

- To identify the global research output on RWE.
- To know the growth trends in research output on RWE.
- To analyze the year-wise research output on RWE.
- To identify the top sources preferred by authors for publishing
- To find out the type of documents containing research output on RWE.
- To study the citation trends and top cited papers on RWE.

3. NEED OF THE STUDY

In last two decades, entrepreneurship has become the energetic field of research. Though, 'Rural entrepreneurship' has been ignored so many times therefore, it is required to undergo quantitative survey of the literature in this specific field. The present study is an effort to put lights towards literature developed on rural women entrepreneurship in the field of social sciences.

4. RESEARCH METHODOLOGY

Even though bibliometric exercises have their own limitations concerned with the selected key words, these exercises helped to get the best articles (Silva and Teixeira 2009). For the present study data was extracted from Scopus database using key word "rural women entrepreneurship" by applying filters for only thirty years (1988-2018) on selected topic and choosing only those articles indexed in Scopus. The process produced total 188 articles published in different type of published documents. The extracted data was then transferred to excel sheet and formed a new

databank with the following fields: Total Publications (TP), Total Citations (TC), Annual Growth Rate (AGR), Cumulative Output (CO), Average Citation Per Paper (ACPP), etc.

5. LITERATURE REVIEW

Yadav and Unni (2016) studied a rapid growth on women entrepreneurship by assessing number of journal articles, literature reviews and books published on women entrepreneurs over 30 years. He examined the number of papers published on women entrepreneurship in 12 established entrepreneurship journals from 1900 to 2016 and the growth of the field by reviewing literature reviews from 1980s till 2016 and found that there is still a need to build a strong theoretical base for research on women entrepreneurship. Santos *et al.* (2018) explored academic literature on female entrepreneurship in terms of publications, authors, and periodicals and/or sources through a bibliometric study of few articles; opportunities and difficulties faced in female entrepreneurship through literature reviews. He found the work on the field was still need to be expanded. Sánchez-García, Vargas-Morúa, and Hernández-Sánchez (2018) conducted a bibliometric study using citation techniques to select, analyze, and interpret citation patterns within the literature on entrepreneurs' well-being by grouping into six theoretical perspectives grounded in entrepreneurship - culture, education, innovation, sustainable development and small business; psychological well-being; social entrepreneurship and economic development; women and employment; and self-employment; life satisfaction and economic growth, and business administration and found a growing development in the area. Mogashoa (2014) in his study reviewed concepts associated with women entrepreneurs in rural areas in the Mpumalanga Province of the Republic of South Africa and found all ready risks necessary to build their business and live the life of their choice. The general lack of planning for resources by rural women entrepreneurs was a great contributing factor to the development of rural women entrepreneurs in rural regions. Need for encouraging active participation among rural women into business was felt. Abdul and Awan(2015) studied a few factors affecting the rural women labour supply in agriculture sector in district Rajanpur and found that economic constraints due to number of factors forced the women in the study area to work outside home however due to religious nature of the area, mostly women were not allowed to participate in economic activities outside their homes. Munkejord (2017) revealed the importance of family support and of spatial embeddedness among immigrant entrepreneurs living in a rural context. Rathna, Badrinath, and

Siva Sundaram Anushan (2016) in their study of Thanjavur district focused attention on the challenges faced by women in the pursuit of entrepreneurship and found that financial need motivates women to the highest degree to become entrepreneurs compared to other factors like supplementing the family income, improve the social status, etc. The women took the venture as a pass time activity and continued in family occupations; and to be economically independent and to improve the social status. Unfavorable market conditions and the stringent legal and regulatory conditions were more challenging than the other problems. Women entrepreneurs faced challenges because of lack of information and imbalance between work and family life. Some other studies of Siwach and Parmar; Tripathi and Garg, etc. have also been consulted for interpreting and analysis of data.

6. DATA ANALYSIS AND FINDINGS

On the basis of different parameters, the data was analyzed and interpreted with help of following tables:

6.1 Yearly Distribution of Papers during 1989-2018

Table 1 shows the year wise distribution of research publications on rural women entrepreneurship and their average growth rate during the period under study. Prior to the year 2011, fewer publications appeared on ‘Rural Women Entrepreneurship’ as rural women didn’t get exposure in this field and remain within the boundaries. These increased gradually from 7 in 2011 to 16 publications in 2015 to 25 in 2018. Highest citations were recorded in the year 2017 (29) followed by 2018 (25), as rural entrepreneurship is growing but problems in rural areas made them lagging behind. The problems generally faced by rural women include depopulation, unemployment, lack of funds and opportunities. Highest growth rate was recorded in 1991 (100%) followed by 2002 (66%). No doubt rural women entrepreneurship is still understated in the literature on women entrepreneurship.

Table 1: Year-wise distribution of papers on RWE during 1989-2018

year	TP	CO	AGR	TC	ACPP
2018	25	25		20	.8
2017	29	54	16	72	2.48
2016	21	75	-27	44	2.09
2015	16	91	-23	119	7.4
2014	11	102	-93	55	5
2013	14	116	21	45	3.21
2012	15	131	7	159	10.6

2011	7	138	-53	31	4.42
2010	9	147	22	60	6.66
2009	8	155	-11	117	14.62
2008	4	159	-50	25	6.25
2007	4	163	0	115	28.75
2006	2	165	-50	7	3.5
2005	3	168	33	159	53
2004	1	169	-66	75	75
2003	1	170	0	3	3
2002	3	173	66	14	4.66
2001	3	176	0	4	1.33
2000	2	178	-33	52	26
1999	1	179	-50	54	54
1998	1	180	0	10	10
1996	2	182	50	63	31.5
1995	1	183	-50	1	1
1994	1	184	0	6	6
1993	1	185	0	12	12
1992	0	185	-100	0	0
1991	1	186	100	3	3
1990	1	187	0	2	2
1989	1	188	0	41	41
	188			1368	13.97

(TP=Total Publications, TC=Total Citations, ACCP=Average Citations Per Paper, CO=Cumulative Output
Formula of Growth= Final Value-Start Value/Start Value X100)

6.2 Decade-wise Distribution of Papers

The data was also analyzed decade-wise and is shown in table 2. It is very apparent that highest growth rate occurs in the decadal period 2009-18 (545%) followed by the decade 1999-2008 (166%). There has been a continuous increase from the first decade to the latest decade. During last 30 years, about 82.4% research output on 'Rural Women Entrepreneurship' was contributed in decade third (2009-18). In first decade it was very less (4.78%) of total research output and afterwards increased continuously by every decade, as we can conclude that rural women get support from their family and scenario also got changed and women are not just managing household chores but managing business as well. Total research output in second decade was 12.76 % which was increased in third decade upto 82.44%. Highest number of research was contributed near 21st century. Highest citations were received in third decade (52.77%) while Citations received in first decade were very less (10.08%). ACCP was also

highest in second decade (21.16) followed by first decade (15.33). ACPP was found lowest in third decade (4.6).

Table 2: Decade-wise Distribution of Papers on RWE during 1989-2018

Year	TP	% of TP	CO	TC	% of TC	% of Growth	ACPP
1989-98	9	4.78	9	138	10.08	-	15.33
1999-2008	24	12.76	33	508	37.13	166	21.16
2009-2018	155	82.44	188	722	52.77	545	4.65

(TP=Total Publications, TC=Total Citations, ACPP=Average Citations Per Paper, CO=Cumulative Output)

6.3 Citation Profile and Highly Cited Papers

The citation profile of research output on ‘Rural Women Entrepreneurship’ during last 30 years is shown in Table 3 which indicates that 19.14% publications on RWE were cited at least once while 28.7% publications were not cited at all. There were 18.08 % publications received 6 to 10 citations whereas more than 100 citations were received by 0.53 percent publications. The top 20 highly cited papers among these are listed in table 4. This appeared in 12 different journals. These 20 papers altogether received 853 citations with an average of 42.65 citations per paper. Paper by Warnakulasuriya, Johnson and Van Der Waal accounted for highest number of citations (130) and was published in ‘*World Bank Economic Review*’ journal during 2005 followed by Mc Gehee N.G., Kim K., Jennings G.R. accounted for second highest number of citations (92) and was published in the *Tourism Management Journal*. It is also noteworthy that the paper of Attanasio O., Augsburg B., De Haas R., Fitzsimons E., and Harmgart H. received more citations (59) in minimum time duration of three years with an average of 19 citations per year followed by publication by Haugh H.M. and Talwar A. which received 28 citations in two years with an average of 14 citations per year.

Table 1. Citations profile of research on rural women entrepreneurship

No. of Citations	TP	%age	TC	%age
Zero	54	28.7	0	0
1	36	19.14	36	2.63
2	12	6.38	24	1.75
3	12	6.38	36	2.63

4	10	5.31	40	2.92
5	2	1.06	10	.73
6-10	34	18.08	273	19.95
11-20	12	6.38	167	12.20
21-40	8	4.25	222	16.22
41-60	4	2.12	202	14.76
61-80	2	1.06	136	9.94
81-100	1	.53	92	6.72
>100	1	.53	130	9.50
Total	188		1368	

Table 4. Highly cited research publications on rural women entrepreneurship

Sr. No.	Author(s)	Title	Year	Journal	Citations	ACPY
1.	van der Sluis J., van Praag M., Vijverberg W.	Entrepreneurship selection and performance: A meta-analysis of the impact of education in developing economies	2005	World Bank Economic Review	130	10
2.	McGehee N.G., Kim K., Jennings G.R.	Gender and motivation for agri-tourism entrepreneurship	2007	Tourism Management	92	8.3
3.	Bock B.B.	Fitting in and multi-tasking: Dutch farm women's strategies in rural entrepreneurship	2004	Sociologia Ruralis	75	5.3
4.	Shabbir A., Di Gregorio S.	An examination of the relationship between women's personal goals and structural factors influencing their decision to start a business: The case of Pakistan	1996	Journal of Business Venturing	61	2.7
5.	Attanasio O., Augsburg B., De Haas R., Fitzsimons E., Harmgart H.	The impacts of microfinance: Evidence from joint-liability lending in Mongolia	2015	American Economic Journal: Applied Economics	59	19.6
6.	Pitt M.M., Khandker S.R., McKernan	Credit programs for the poor and reproductive behavior in low-income countries: Are the reported causal relationships the	1999	Demography	54	2.8

	S.-M., Latif M.A.	result of heterogeneity bias?				
7.	Driga O., Lafuente E., Vaillant Y.	Reasons for the relatively lower entrepreneurial activity levels of rural women in Spain	2009	Sociologia Ruralis	48	5.3
8.	Jiggins J.	How poor women earn income in sub-Saharan Africa and what works against them	1989	World Development	41	1.3
9.	Williams C.C.	Informal entrepreneurs and their motives: A gender perspective	2009	International Journal of Gender and Entrepreneurship	31	3.4
10.	Chitsike C.	Culture as a barrier to rural women's entrepreneurship: Experience from Zimbabwe	2000	Gender and Development	30	1.6
11.	Rijkers B., Costa R.	Gender and Rural Non-Farm Entrepreneurship	2012	World Development	29	4.8
12.	Cooke F.L.	Women's managerial careers in China in a period of reform	2005	Asia Pacific Business Review	29	2.2
13.	Haugh H.M., Talwar A.	Linking Social Entrepreneurship and Social Change: The Mediating Role of Empowerment	2016	Journal of Business Ethics	28	14
14.	Dolan C., Johnstone-Louis M., Scott L.	Shampoo, saris and SIM cards: Seeking entrepreneurial futures at the bottom of the pyramid	2012	Gender and Development	27	4.5
15.	McKay J.C., Quiñonez C.R.	The feminization of dentistry: Implications for the profession	2012	Journal of the Canadian Dental Association	26	4.4
16.	Merrett C.D., Gruidl J.J.	Small Business Ownership in Illinois: The Effect of Gender and Location on Entrepreneurial Success	2000	Professional Geographer	22	1.2
17.	Torri M.C., Martinez A.	Women's empowerment and micro-entrepreneurship in India: Constructing a new development paradigm?	2014	Progress in Development Studies	19	4.7
18.	Petridou E., Glaveli N.	Rural women entrepreneurship within co-operatives: Training support	2008	Gender in Management	19	1.9
19.	Banerjee S.B., Jackson L.	Microfinance and the business of poverty reduction: Critical perspectives from rural Bangladesh	2017	Human Relations	17	1.5
20.	Pless	In Pursuit of Dignity and Social	2012	Journal of	16	2.6

	N.M., Appel J.	Justice: Changing Lives Through 100 % Inclusion-How Gram Vikas Fosters Sustainable Rural Development		Business Ethics		
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(ACPY= Average Citation Per Year; ACPY=Citation/publication year - latest year)

6.4 Publication Types

Different kind of publications in which research output on ‘Rural Women Entrepreneurship’ was contributed during last 30 years is listed in table 5. Majority of literature was published in research articles 156 (82.97%), followed by reviews (3.72%), conference papers (4.25%), book and chapters (7.44%), articles in press and (1.59%). It is apparent that more research output was produced in articles and ACPY was eight times more (87.78) than review (10.59). ACPY of conference papers was less nearly ten times (.877) than articles. Thus, it was observed that articles and reviews received more citations than the conference papers.

Table 5. Publication Types

Type	TP	% age	TC	ACPP
Article	156	82.97	1201	87.79
Review	7	3.72	145	10.59
Conference Paper	8	4.25	12	.877
Book and Chapters	14	7.44	8	.584
Articles in Press	3	1.59	2	.146
	188		1368	

7. SUMMARY AND CONCLUSIONS

This study draws thirty years research output on ‘Rural Women Entrepreneurship’ worldwide on rural women entrepreneurship. The total number of 188 papers was published during 1988-2018 that received 1368 citations with ACPY of 13.97. Highest citations were recorded in the year 2017 (29) followed by 2018 (25). Highest growth rate was recorded in 1991 (100%) followed by 2002 (66%). Highest number of research was contributed near 21st century. Highest citations were received in third decade (52.77%) while Citations received in first decade were very less (10.08%). ACPY was also highest in second decade (21.16). Paper by Warnakulasuriya, Johnson and Van Der Waal accounted for highest number of citations (130) and was published in *World Bank Economic Review* during 2005 followed by Mc Gehee N.G., Kim K., Jennings G.R. accounted for second highest number of citations (92) and was published in the *Tourism Management Journal*. Hence it can be concluded that very less literature was

available on this topic and needed more attention. It seems, therefore, that rural entrepreneurship literature has been losing momentum. Rural women entrepreneurship really needs a boost up for the upliftment of rural development. No doubt, major work done during the third decade.

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CONTRIBUTORS

Dr. Seema Parmar has done her M.A. (English) and P.G.D.T. from Panjab University, Chandigarh and M.L.I.Sc. and Ph.D. from Kurukshetra University, Kurukshetra. She is presently working as Assistant Librarian at Nehru Library, CCS Haryana Agricultural University, Hisar. She has to her credit 04 edited books and many journal articles and conference papers. She has participated in many seminars/ conferences/ training programmes at various institutes at National

level. She has been the resource person in many training programmes organized at University level. Her areas of interest include IT and Electronic Resources.

Her contribution to the study is towards methodology, objectives, data extraction, data analysis & interpretations and graphical representation.

Dr. Suman Gahlawat has done her Master of Buisness Administration from Maharishi Dayanand University, Rohtak and PhD from Chaudhary Devi Lal University, Sirsa, She is presently working as Assistant Professor at MBA department, CCS Haryana Agricultural University, Hisar. She has to her credit 36 journal articles and 4 conference papers. She has participated in many seminars/ conferences/ training programmes at various institutes at National level. She has been the resource person in many training programmes organized at University level. Her areas of interest include HR Marketing.

Her contribution to the study is towards selection of topic, introduction, objectives, review of literature, data analysis and conclusion.