

Mumpreneurship: what is known, how it is known and future agenda

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Abstract

Purpose – This study explores the antecedents, decisions and outcomes associated with mumpreneurship. It also reviews the primary theories, contexts and methodologies used in the existing literature on the subject. In addition, this study aims to identify potential future research directions in this field.

Design/methodology/approach – A systematic literature review (SLR) was conducted following the PRISMA 2020 protocol and the ADO-TCM framework. A total of 57 articles from the Scopus and Web of Science databases were analyzed. R software was used for performance analysis and science mapping.

Findings – The antecedents-decisions-outcomes (ADO) framework identified 233 factors grouped into 12 antecedent categories, 2 decisions and 4 outcomes. Antecedents include work-related issues, professional aspects, information and communication technologies, motherhood and childcare, family support, personal aspects, autonomy, independence and flexibility. In addition, financial dimensions, gender issues, societal and community impacts and the identification of entrepreneurial opportunities are integral to the antecedents. Mumpreneurs often start businesses despite challenges. Outcomes include income generation, business expansion, work–family balance and personal well-being. The theory-context-methodology (TCM) framework highlights a reliance on empirical research, especially qualitative studies, mainly in highly developed countries.

Originality/value – This review holds significant theoretical and practical value regarding mumpreneurship. The findings of this research could facilitate the development of programs that aim to foster and promote



mumpreneurship through the involvement of various stakeholders, which has noteworthy practical implications for enhancing economic empowerment.

Keywords Mumpreneurship, Mumpreneurs, Systematic literature review, Framework-based review, Antecedents-decisions-outcomes (ADO), Theory-context-methodology (TCM), ADO-TCM framework, Entrepreneurship, Mothers, Bibliometric analysis, Performance analysis, Science mapping

Paper type Literature review

1. Introduction

Several studies point out the importance of female entrepreneurship in driving national innovation through entrepreneurial ecosystems (Alkharafi, 2024), and for the start-up ecosystem (Aljarodi *et al.*, 2024), Sajjad *et al.* (2020) claimed that women represent the fastest-growing group of entrepreneurs worldwide. Similarly, Sharma *et al.* (2024) posited that women's entrepreneurial intentions are important for women's entrepreneurial self-efficacy. However, mumpreneurship has emerged as a distinct area within the broader field of women's entrepreneurship, focusing on female entrepreneurs who are, or intend to become, mothers. The term "mumpreneur" was first introduced in the 1990s by Patricia Cobe and Ellen Parlapiano, who developed their professional activities from home over 25 years (Richomme-Huet *et al.*, 2013; Richomme-Huet and Vial, 2014). Since then, the concept has evolved, with one of the most cited definitions attributed to Ekinsmyth (2011, p. 105), who describes a mumpreneur as "an individual who discovers and exploits new business opportunities within a social and geographical context that seeks to integrate the demands of motherhood and business-ownership."

The primary focus of mumpreneurship research is the reconciliation of entrepreneurial responsibilities – fundamental to operating a business – with familial duties, which are traditionally associated with women, particularly mothers. This dynamic is closely linked to spatial and temporal factors, as women who become mothers often turn to entrepreneurship to balance their work and family life within the same physical location (Richomme-Huet *et al.*, 2013). Ekinsmyth (2013, p. 542) emphasizes that mumpreneurial businesses are "configured [...] around the daily routines of family work," highlighting the necessity of an adaptive business structure that accommodates both professional and parental obligations.

In recent years, various terms have been coined to describe individuals engaged in mumpreneurship, such as "mompreneur" (Dhaliwal, 2021), "mumpreneur" (Duberley and Carrigan, 2013), and "mamapreneur" (Wilson and Yochim, 2015). They reflect geographical, cultural and linguistic variations but ultimately converge in describing women who simultaneously manage their entrepreneurial ventures and motherhood. This growing phenomenon underscores the evolving role of women, who are not only fulfilling their roles as mothers but are also actively contributing to economic development by creating wealth and employment opportunities (Dhaliwal, 2021; Duberley and Carrigan, 2013; Ekinsmyth, 2011; Wilson and Yochim, 2015).

Despite the increasing prevalence and economic impact of mumpreneurs, research on this subject remains relatively limited. A study by Dhaliwal (2021) estimated that in 2018, approximately 12.3 million women-owned businesses existed in the USA, with about 4 million managed by mothers. Similarly, Richomme-Huet and Vial (2014) reported that around 300,000 mumpreneurs in the UK generated an annual economic value of 7.4bnpounds. However, systematic reviews focusing on mumpreneurship remain scarce. Rodrigues *et al.* (2023) conducted a bibliometric study on the topic, but their scope was confined to only 15 ISI Web of Science (WoS) articles covering the period from 2011 to

2021. The findings of this study clustered around two key themes: the transition from woman to mumpreneur and the conceptual emergence of mumpreneurship.

Research on the antecedents of mumpreneurship is particularly underdeveloped. [Dhaliwal \(2021\)](#) identified six main primary antecedents: work-family balance; pursuit of passions, ambitions and creativity; fulfillment of intrinsic needs such as autonomy, independence and social status; contribution to family income; recognition of opportunities; and making a societal contribution. However, these antecedents have yet to be explored in depth. Furthermore, [Malaquias et al. \(2023b\)](#) examined the role of information and communication technologies in supporting mumpreneurs, but much remains to be investigated regarding their broader entrepreneurial strategies and challenges.

Given the growing significance of mumpreneurship, this study aims to provide a comprehensive assessment of existing research while outlining future research directions. To achieve this, a systematic literature review (SLR) approach grounded in the Antecedents; Decisions; Outcomes-Theories; Context; Methods (ADO-TCM) framework proposed by [Paul et al. \(2023\)](#) is used, supplemented by bibliometric analysis. The study addresses the following key research questions:

RQ1. What are the antecedents, decisions and outcomes associated with mumpreneurship?

RQ2. What are the main theories, contexts and methodologies used in existing research on mumpreneurship?

RQ3. What are the future research directions in this field?

The structure of this paper is as follows: Section 1 provides a comprehensive introduction to mumpreneurship, outlining the research questions and objectives. Section 2 details the methodology used in the study. Section 3 showcases bibliometric results, including performance analysis and science mapping. Sections 4 and 5 present the key findings of the ADO-TCM framework. Results are discussed in Section 6. Section 7 outlines future research directions for each component of the framework. Finally, Section 8 presents the conclusions, implications and limitations, emphasizing the study's key contributions, highlighting its broader implications and identifying potential limitations.

By synthesizing existing literature and offering a structured approach to analyzing mumpreneurship, this study seeks to advance academic discourse in this field and provide meaningful insights for academics, policymakers and entrepreneurs alike.

2. Methodology

2.1 Research protocol

The original search was conducted in April 2024 and updated in December 2024. For this review, the Scopus and WoS databases were used in tandem, as they offer extensive results that provide valuable insights and a robust foundation for the study ([Kumpulainen and Seppänen, 2022](#)).

A comprehensive search was conducted across two databases using the Boolean operator "OR": "mom entrepreneur*," "mum entrepreneur*," "mum preneur*," "mom preneur*," "mum-preneur*," "mom-preneur*," "mumpreneur*," "mompreneur*," "mamapreneur*," "entrepren* mom*," "entrepren* mum*," and "entrepren* mother*." This strategy ensured a broad literature relevant to mumpreneurship. Searches were performed on article titles, abstracts and keywords in Scopus, while in WoS, they included article titles, abstracts, authors' keywords and keywords plus. The study adhered to the 2020 PRISMA protocol, updated by [Page et al. \(2021\)](#), as illustrated in [Figure 1](#).

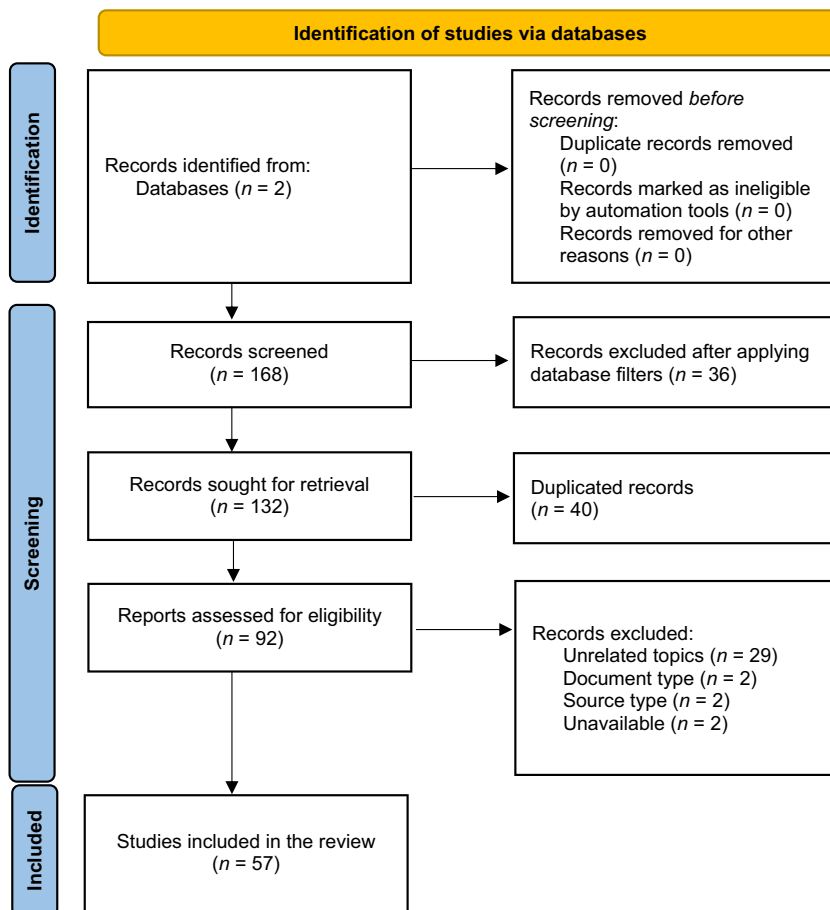


Figure 1. Research process
Source(s): Authors' own work

The initial search yielded 168 results, comprising 96 from Scopus and 72 from WoS. The Scopus results were refined to include only articles and reviews published in English or French, focusing on journal publications. Simultaneously, the WoS results were restricted to articles, early-access publications and reviews in English, French or Spanish. These criteria led to the removal of 36 results. Upon further analysis, duplicate entries were identified and excluded, reducing the data set by 40 articles.

The next step involved analyzing the remaining 92 results. After reviewing the articles' titles, abstracts and content, 29 articles needed to be excluded for lack of relevance. Additionally, two articles were eliminated, one being a critique and the other a translation of an already included study. Two more were excluded due to their sources – a conference paper and a trade journal. One article was unavailable, and another remained inaccessible despite attempts to contact the authors. Ultimately, the final data set for this study comprises 57 articles.

2.2 Data analysis

The bibliometric study was conducted using open-source software R (version 4.4.0) and the Bibliometrix package (version 4.3.0). The Biblioshiny application facilitated data visualization (Aria and Cuccurullo, 2017). The study focused on two key areas: performance analysis, which assessed the productivity of various bibliometric units, and science mapping, which explored the conceptual structure of the field (Aria et al., 2020). Categorization into groups was necessary, given the diversity in author keywords, including synonymous terms, linguistic variations, abbreviations and singular versus plural forms (Arruda et al., 2022). Appendix provides the list of synonyms used.

The ADO-TCM framework offers a comprehensive perspective on a field by addressing “what is known” through the ADO framework and “how it is known” via the TCM component (Paul et al., 2023). This framework enhances the review process by systematically examining theories, contexts and methods, thereby guiding future research. The ADO framework specifically investigates a construct and its interrelationships, focusing on antecedents, decisions and outcomes. The integration of these frameworks enables a deeper understanding of the subject, allowing for a structured and impartial identification of potential research directions.

3. Bibliometric study

3.1 Performance analysis

Between 2011 and 2024, 57 articles were published across 53 journals, encompassing 176 author keywords. These articles collectively cited 3,439 references, averaging 17.82 citations per article and an average document age of 5.33 years. The publications featured contributions from 117 authors, 16 of whom published single-authored articles, with an average of 2.32 coauthors per article. In addition, 14.04% of these publications resulted from international collaborations.

Figure 2 illustrates the annual scientific output on mumpreneurship from 2011 to 2024. The earliest publication dates to 2011 and the period saw the publication of 57 articles. The

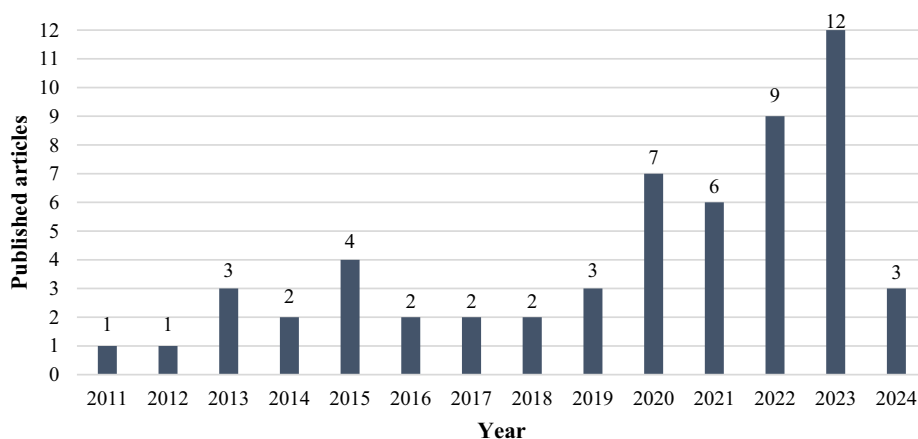


Figure 2. Annual scientific production

Source(s): Authors' own work

past five years have shown a significant increase in scientific output, comprising 64.91% of the total publications on the subject.

Total Local Citations (TLCs) refer to citations received within a specific domain (Aria and Cuccurullo, 2017), whereas Total Global Citations (TGCs) represent citations received broadly across fields (Donthu et al., 2021). Assessing an article's TLC and TGC provides insight into its influence and impact (Donthu et al., 2021), as shown in Table 1. Batista-Canino et al. (2023, p. 2) noted that different citation types help identify key intellectual contributions and interdisciplinary relevance. Ekinsmyth's (2011) article is pivotal in shaping mumpreneurship research, as it has the highest TLC score and the second-highest TGC score. This foundational work explores how women transition into entrepreneurship after motherhood, balancing caregiving and professional identities. Ekinsmyth (2011) further argued that understanding mumpreneurship requires examining unconventional economic spaces and spatialities.

3.2 Science mapping

This study conducted a co-occurrence analysis of authors' keywords to examine the conceptual structure of mumpreneurship. As depicted in Figure 3, the analysis comprises 2 clusters and 18 nodes, each with distinct betweenness and closeness values. Betweenness measures how often a node appears on the shortest path between other nodes, while closeness, after normalization, assesses a vertex's overall network position (Leydesdorff, 2007). The nodes *mumpreneurs* and *motherhood* exhibit the highest betweenness and closeness values, indicating their central role in information flow and strong connectivity within the network (Leydesdorff et al., 2018; Metcalf and Casey, 2016). These clusters correspond to two thematic areas:

- (1) *mumpreneurs* (blue); and
- (2) *motherhood* (red).

The identified nodes are closely tied to the existing literature. Analysis of the blue cluster reveals that *mumpreneurs* form a distinct subset of women's entrepreneurship, encompassing those who identify as both mothers and business owners. Their primary motivation stems from the need to balance work and family responsibilities while fulfilling their dual roles.

Table 1. Top ten most globally and locally cited articles (based on Scopus data)

Author (year)	TGC	TLC	LC/GC ratio (%)	Journal
Duberley and Carrigan (2013)	145	15	10.34	<i>International Small Business Journal</i>
Ekinsmyth (2011)	123	20	16.26	<i>Geoforum</i>
Ogundana et al. (2021)	76	0	0.00	<i>Journal of Small Business Management</i>
Ekinsmyth (2013)	68	8	11.76	<i>International Journal of Entrepreneurial Behavior & Research</i>
Ekinsmyth (2014)	63	10	15.87	<i>Gender, Place & Culture</i>
Archer (2019)	50	3	6.00	<i>Media International Australia</i>
Jorge et al. (2022)	47	1	2.13	<i>European Journal of Cultural Studies</i>
Lewis et al. (2015)	46	7	15.22	<i>Career Development International</i>
Wilson and Yochim (2015)	37	1	2.70	<i>Cultural Studies</i>
Richomme-Huet et al. (2013)	37	7	18.92	<i>International Journal of Entrepreneurship and Small Business</i>

Source(s): Authors' own work

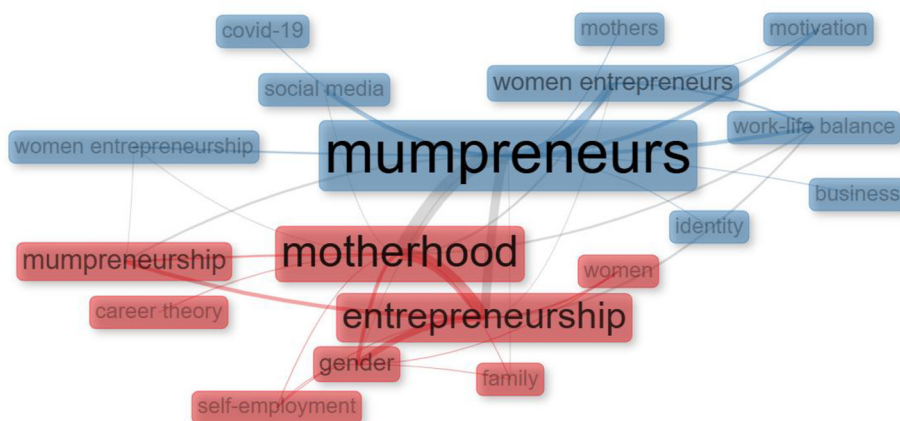


Figure 3. Authors' keywords co-occurrence analysis
Source(s): Authors' own work

Advances in information and communication technologies, particularly social media, have reshaped business development, offering expanded opportunities in a digitally connected world.

The blue cluster also aligns with the *motherhood* cluster (red), as maternal identity fosters new entrepreneurial pathways. Many women opt for self-employment to integrate professional and family responsibilities. Moreover, the concept of motherhood is intrinsically linked to gender issues and career development theory.

A thematic map can be generated by analyzing the co-occurrence network of author keywords, with each theme or cluster distinguished by its centrality and density. This method enables a systematic identification of underlying research themes. According to [Callon et al. \(1991\)](#), centrality reflects the degree of interconnectivity among clusters, with stronger links indicating greater relevance to the broader research domain. Density measures the internal cohesion of a cluster, with higher values signifying greater thematic consistency. The graphical representation categorizes themes as 'motor,' 'niche,' 'emerging/declining' or 'basic.' [Figure 4](#) presents a thematic map based on Callon's density and centrality metrics.

The analysis identifies *mumpreneurs*, *social media* and *mumpreneurship* as basic themes. [Ekinsmyth's](#) research significantly contributes to this field. Her 2011 study examined UK mumpreneurs' experiences, emphasizing spatial dimensions. In 2013, she explored the role of local factors, and in 2014, she further refined the concept. While *mumpreneurship* has been examined by various authors, predominantly studied from an empirical perspective, substantial opportunities remain for deeper theoretical exploration. Within the *social media* theme, notable contributions include the analysis of influencer mumpreneurs' motivations and concerns ([Archer, 2019](#)), the examination of Instagram's role in Tunisian mumpreneurial success ([Tayaa and Bouzaabia, 2022](#)), and the investigation into how digital platforms generate economic and noneconomic value for UK mumpreneurs ([Ameen et al., 2024](#)). Although foundational, these themes deserve further research.

COVID-19 is classified as either an emerging or declining theme, depending on its long-term significance. [Tan and Yew \(2023\)](#) analyzed Indonesian mumpreneurs' challenges and

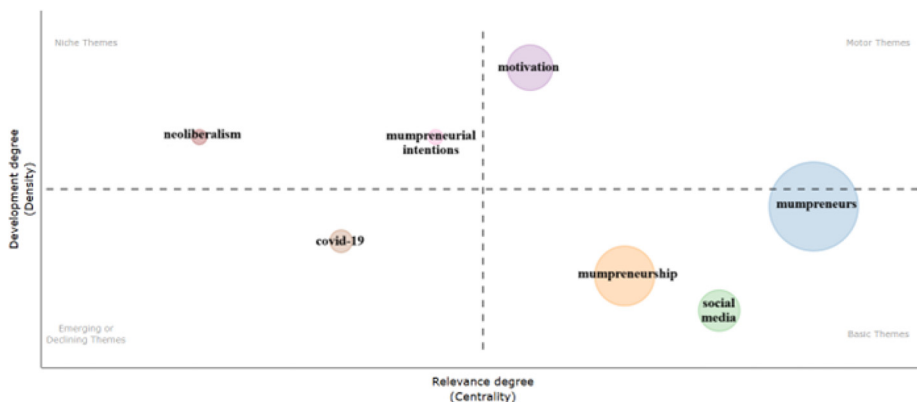


Figure 4. Thematic map based on authors' keywords
Source(s): Authors' own work

resilience during the pandemic, whereas [Yusoff \(2021\)](#) examined how Malaysian mumpreneurs managed business and financial adaptation during lockdowns. Further research on COVID-19's impact could enhance the development of effective adaptation strategies for navigating future crises.

Motivation is identified as a motor theme, central to understanding mumpreneurship. [Duberley and Carrigan \(2013\)](#) examined entrepreneurship as a means for women to balance paid work and motherhood. [Nuimat et al. \(2023\)](#) explored push and pull motivational factors influencing mumpreneurial ventures, whereas [Ampa et al. \(2023\)](#) and [Peters et al. \(2023\)](#) further contributed to this discussion.

Niche themes include *mumpreneurial intentions* and *neoliberalism*, both underexplored in current literature. [Abdelsalam et al. \(2022\)](#) applied Maslow's hierarchy of needs to analyze motivational drivers of mumpreneurial aspirations. Similarly, [Lewis et al. \(2022\)](#) examined mumpreneurial identity through a postfeminist lens, whereas [Wilson and Yochim \(2015\)](#) investigated how mothers in precarious conditions adopt "mamapreneurialism" as a survival strategy – ironically reinforcing neoliberal precarity. The thematic map thus reveals significant research gaps, presenting valuable directions for future inquiry into mumpreneurial intentions and neoliberal frameworks.

4. Antecedents-decisions-outcomes framework – what is known?

4.1 Antecedents

The ADO framework consists of three key components: antecedents, decisions and outcomes. [Lim et al. \(2021, p. 541\)](#) addressed antecedents as "the reasons for engaging or not engaging in behavior," which can directly influence decisions or indirectly shape outcomes. A detailed content analysis of the articles included in the SLR identified a range of individual factors that contribute to 12 distinct antecedent categories: labor issues; ICTs; family support; maternity and childcare; community; society; personal, professional and financial aspects; autonomy, independence and flexibility; gender issues; and identifying opportunities. [Figure 5](#) illustrates the factors associated with each antecedent.

4.1.1 Labor issues. The intersection of labor and motherhood presents significant challenges for women in the workforce. As illustrated in [Figure 5](#), 21 labor-related factors merit further investigation. Working mothers often encounter professional obstacles,

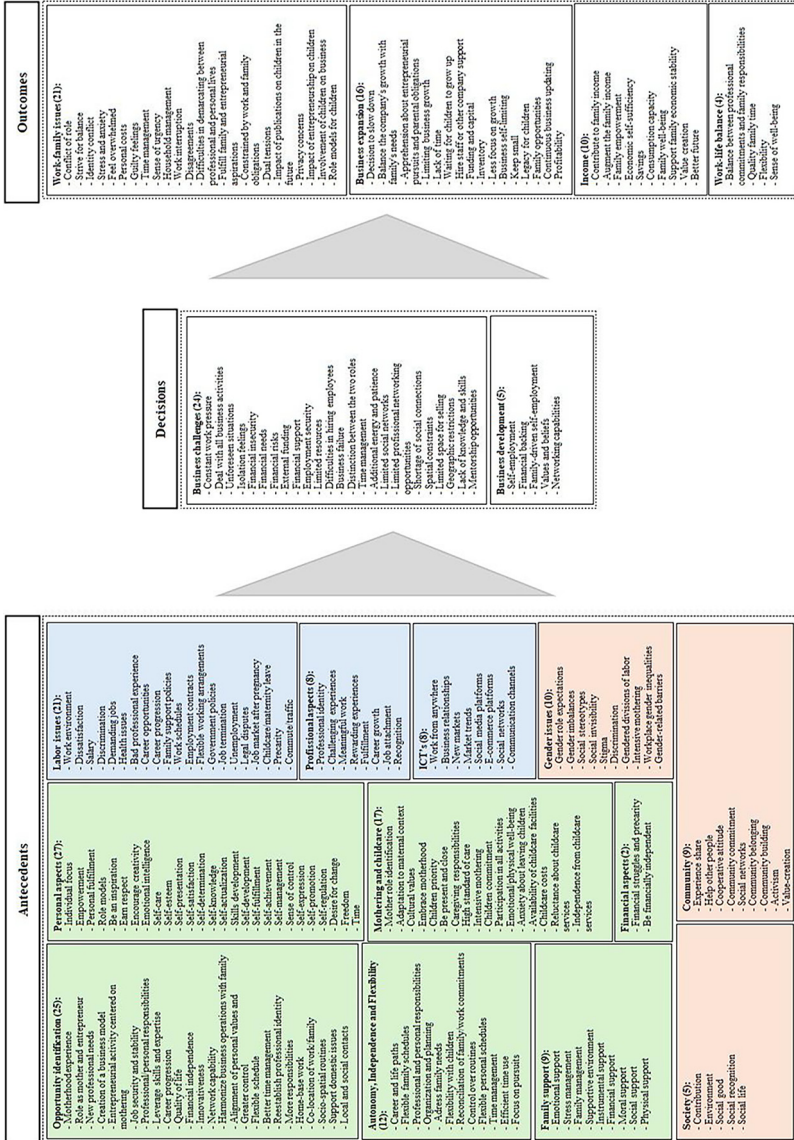


Figure 5. Overview of antecedents, decisions and outcomes in mumpreneurship
 Source(s): Authors' own work

including suboptimal work environments, inadequate compensation, discriminatory practices and excessive workload. In addition, work-related health issues and overall job dissatisfaction are prevalent among them (Agnihotri and Bhattacharya, 2020; Burmicky *et al.*, 2022; Ekinsmyth, 2011; Jorge *et al.*, 2022; Landour, 2015a; Richomme-Huet *et al.*, 2013; Rodrigues *et al.*, 2023).

Working mothers frequently face limited career advancement opportunities and insufficient family support policies (Agnihotri and Bhattacharya, 2020; Burmicky *et al.*, 2022; Duberley and Carrigan, 2013; Jiang and Huang, 2023; Landour, 2017). The contemporary job market is characterized by rigid work schedules, inadequate employment contract models, limited flexible work options and a shortage of government-supported flexibility initiatives (Duberley and Carrigan, 2013; Landour, 2015a; Rivera *et al.*, 2021). Addressing these structural constraints necessitates collaborative efforts among all labor market stakeholders.

Involuntary job termination highly affects working mothers, leading to unemployment and potential legal disputes (Abdelsalam *et al.*, 2022; Jorge *et al.*, 2022; Landour, 2015b). Reentering the workforce post-pregnancy presents additional difficulties, including inadequate childcare support, limited maternity leave, job insecurity and long commutes (Abdelsalam *et al.*, 2020, 2022; Duberley and Carrigan, 2013; Ekinsmyth, 2011; Landour, 2015a, 2015b, 2017; Richomme-Huet and Vial, 2014; Rivera *et al.*, 2021). Overcoming these challenges requires policies fostering inclusive and supportive work environments for working mothers.

4.1.2 ICTs and social media. The proliferation of ICTs has fundamentally transformed women's entrepreneurship, reshaping business creation, evolution and operations (Malaquias *et al.*, 2023b). The eight ICT-related factors identified in Figure 5 underscore the unique characteristics of ICT-driven enterprises, which offer key advantages, including location independence, enhanced networking and expanded market reach (Kuschel, 2019; Malaquias *et al.*, 2023b). Moreover, ICTs enable businesses to monitor market trends, leverage social media for networking, harness e-commerce platforms and exploit social networks for commercial activities, fostering efficiency and growth (e.g. Abdelsalam *et al.*, 2020; Bose, 2019; Bryson and Dempsey, 2017; Ekinsmyth, 2011, 2013, 2014; Jiang and Huang, 2023; Jorge *et al.*, 2022; Landour, 2017; Malaquias *et al.*, 2023a; Richomme-Huet *et al.*, 2013; Richomme-Huet and Vial, 2014; Wilson and Yochim, 2015).

4.1.3 Family support. Family support is a critical resource for mothers, particularly during child-rearing. As illustrated in Figure 5, nine key factors underpin the role of family support. Comprehensive support, encompassing emotional, psychological and practical assistance, enhances maternal well-being and success (Agnihotri and Bhattacharya, 2020; Breen and Leung, 2020; Landour, 2022; Qureshi *et al.*, 2022; Tan and Yew, 2023). Family support manifests in financial, instrumental and emotional forms, necessitating a multifaceted approach to building an effective support system (Agnihotri and Bhattacharya, 2020; Breen and Leung, 2020; Ekinsmyth, 2011; Jiang and Huang, 2023; Jorge *et al.*, 2022; Landour, 2017; Tan and Yew, 2023).

4.1.4 Mothering and childcare. Mothering and childcare involve both complexities and rewards of maternal roles, with 17 key factors identified (Figure 5). Mothers' adaptive capacities within broader societal roles are essential (Breen and Leung, 2020; Ekinsmyth, 2011; Khan and Rowlands, 2018). Cultural constructs of motherhood, emphasizing maternal devotion, presence and caregiving, are prevalent (e.g. Abdelsalam *et al.*, 2020; Agnihotri and Bhattacharya, 2020; Breen and Leung, 2020; Ekinsmyth, 2013; Gustavsson, 2021; Jorge *et al.*, 2022; Landour, 2015a; Lewis *et al.*, 2016). Intensive mothering demands significant time and energy, involving active engagement in children's lives (Abdelsalam *et al.*, 2020, 2022; Bryson and Dempsey, 2017; Dhaliwal, 2021; Ekinsmyth, 2013; Jorge *et al.*, 2022; Landour, 2017; Lewis *et al.*, 2022; Tan and Yew, 2023), often causing physical and

emotional strain. Access to quality childcare is often hindered by availability, cost and parental preferences (Duberley and Carrigan, 2013; Gustavsson, 2021; Jorge *et al.*, 2022; Khan and Rowlands, 2018; Lewis *et al.*, 2016).

4.1.5 Community. Mothers frequently engage in community development, with nine key contributions identified (Figure 5). Community engagement is driven by knowledge sharing (Landour, 2015b; Tayaa and Bouzaabia, 2022), altruism, cooperation and community commitment (e.g. Archer, 2019; Bryson and Dempsey, 2017; Landour, 2017; Perrier and Fannin, 2016; Roessingh and Nuijten, 2012). Geographic-based social networks are crucial for fostering community belonging (Ekinsmyth, 2011, 2013; Roessingh and Nuijten, 2012). A robust and sustainable community ecosystem necessitates a strong sense of community, activism and community-driven value creation (Archer, 2019; Bryson and Dempsey, 2017; Perrier and Fannin, 2016; Qureshi *et al.*, 2022).

4.1.6 Society. Many mothers make a meaningful contribution to the society. Five factors that denote how mothers make such contributions have been identified. Ensuring an ideal living environment for their children is crucial for most mothers (Abdelsalam *et al.*, 2020; Bose, 2019). Furthermore, they aim to positively impact society by supporting and contributing to societal welfare (Abdelsalam *et al.*, 2022; Dhaliwal, 2021; King, 2020; Qureshi *et al.*, 2022). Besides, establishing a robust social network is crucial for fostering a healthy social life and gaining social recognition (Abdelsalam *et al.*, 2022; Dhaliwal, 2021; Richomme-Huet *et al.*, 2013). Furthermore, being socially active and positively impacting society are essential aspects of an individual's progress and accomplishments (Abdelsalam *et al.*, 2022; Jorge *et al.*, 2022).

4.1.7 Personal aspects. The study identified 27 factors related to maternal personal needs (Figure 5). Mothers prioritize self-care, empowerment and goal attainment (Dhaliwal, 2021; Landour, 2017; Perrier and Fannin, 2016; Rodrigues *et al.*, 2023). They aspire to be role models, command respect and engage in creative pursuits (e.g. Breen and Leung, 2020; Dhaliwal, 2021; Duberley and Carrigan, 2013; Ekinsmyth, 2014; Khan and Rowlands, 2018; King, 2020; Lewis *et al.*, 2022; Qureshi *et al.*, 2022). Emotional intelligence, self-care and personal satisfaction are essential (Abdelsalam *et al.*, 2022; Ampa *et al.*, 2023; Bose, 2019; Landour, 2015a; Perrier and Fannin, 2016; Tan and Yew, 2023). Self-determination, knowledge and actualization through skill development are core motivations (Abdelsalam *et al.*, 2020, 2022; Archer, 2019; Breen and Leung, 2020; Dhaliwal, 2021; King, 2020; Landour, 2015a, 2015b, 2017; Perrier and Fannin, 2016; Qureshi *et al.*, 2022; Richomme-Huet *et al.*, 2013; Wilson and Yochim, 2015). Effective self-management, control, expression and emotional regulation are crucial (Breen and Leung, 2020; Duberley and Carrigan, 2013; Landour, 2015b, 2017; Perrier and Fannin, 2016; Rodrigues *et al.*, 2023; Wilson and Yochim, 2015). Finally, mothers seek personal growth, freedom and leisure time (Bryson and Dempsey, 2017; Ekinsmyth, 2011; Gustavsson, 2021; Richomme-Huet *et al.*, 2013; Rivera *et al.*, 2021).

4.1.8 Professional aspects. Mothers often seek ways to achieve professional satisfaction. This analysis recognizes eight significant factors contributing to their professional advancement and progress (Figure 5). Work plays a significant role in shaping one's professional identity (Landour, 2015a, 2015b, 2017). Mothers, in particular, look for opportunities that provide them with stimulating challenges, purposeful work and fulfilling and gratifying experiences (Breen and Leung, 2020; Bryson and Dempsey, 2017; Dhaliwal, 2021; Perrier and Fannin, 2016). Professionals strive to attain a sense of fulfillment in their work, progress in their careers and foster positive work relationships to gain acknowledgement for their specialized skill sets (Abdelsalam *et al.*, 2020, 2022; Breen and Leung, 2020; Landour, 2015a, 2015b; Lewis *et al.*, 2022; Richomme-Huet and Vial, 2014).

4.1.9 *Financial aspects.* Many mothers encounter precarious financial circumstances or severe financial exclusion (Ameen *et al.*, 2024; Shao *et al.*, 2023; Vershinina *et al.*, 2022). As a result of their financial needs, mothers actively seek to enhance their income, aiming to attain greater financial freedom (Abdelsalam *et al.*, 2022; Foley *et al.*, 2018; Kadhi and Hamrouni, 2023; Lewis *et al.*, 2015; Nasir and Shamim, 2024; Peters *et al.*, 2023). Their pursuit of financial independence is also driven by the desire to reduce reliance on financial support from family members and by their desire to contribute to the family income.

4.1.10 *Autonomy, independence and flexibility.* Women, particularly mothers, often require greater autonomy, independence and flexibility. Twelve factors related to this antecedent were identified (Figure 5). Unimpeded career and life trajectory choices are crucial for mothers (Breen and Leung, 2020). Balancing work and family demands necessitates flexible scheduling and independence (Bryson and Dempsey, 2017; Duberley and Carrigan, 2013; Jorge *et al.*, 2022; Kuschel, 2019; Landour, 2015a, 2017; Lewis *et al.*, 2016; Richomme-Huet *et al.*, 2013). Flexible organizational and task planning enhances productivity and efficiency (Landour, 2022). Balancing family and work demands requires flexibility in addressing family needs, childcare and work commitments (Abdelsalam *et al.*, 2020; Breen and Leung, 2020; Duberley and Carrigan, 2013; Khan and Rowlands, 2018). Flexible schedules empower mothers to manage time effectively (Duberley and Carrigan, 2013; Richomme-Huet and Vial, 2014; Wilson and Yochim, 2015). Flexibility enables improved time management, utilization and allocation for personal or professional pursuits (Abdelsalam *et al.*, 2022; Besamusca, 2020; Bose, 2019; Bryson and Dempsey, 2017; Dhaliwal, 2021; Duberley and Carrigan, 2013; Jorge *et al.*, 2022; Khan and Rowlands, 2018; Kuschel, 2019; Qureshi *et al.*, 2022; Tayaa and Bouzaabia, 2022).

4.1.11 *Gender issues.* Gender-based challenges impact mothers' personal and professional lives, with ten key factors identified (Figure 5). Gender stereotypes perpetuate bias and limit women's opportunities (Ekinsmyth, 2013). Achieving gender parity requires addressing imbalances and ensuring equal treatment (Ampa *et al.*, 2023). This entails challenging stereotypes, overcoming invisibility and confronting stigma and discrimination (Abdelsalam *et al.*, 2020; Jiang and Huang, 2023; Khan and Rowlands, 2018; Malaquias *et al.*, 2023b; Malaquias and Malaquias, 2022; Rodrigues *et al.*, 2023). Mothers often face gendered household divisions, necessitating challenges to traditional motherhood (Breen and Leung, 2020; Bryson and Dempsey, 2017; Ekinsmyth, 2014). Workplace gender inequalities, including limited training access, hinder women's career advancement (Abdelsalam *et al.*, 2022; Agnihotri and Bhattacharya, 2020; Malaquias *et al.*, 2023b).

4.1.12 *Opportunity identification.* Motherhood often serves as a catalyst for entrepreneurial endeavors. Twenty-five identified factors (Figure 5) underscore this potential. Motherhood can enable women to balance entrepreneurial and maternal roles (Lewis *et al.*, 2022; Malaquias *et al.*, 2023a; Mayes *et al.*, 2020; Rivera *et al.*, 2021; Rodrigues *et al.*, 2023). Following childbirth, women need to balance career and family, requiring tailored business models (Ekinsmyth, 2011; Khan and Rowlands, 2018). Motherhood-centric businesses can harmonize family and work (Breen and Leung, 2020; Mayes *et al.*, 2020; Rodrigues *et al.*, 2023), enhancing job security and stability (Abdelsalam *et al.*, 2022).

Working mothers can balance professional and personal responsibilities (Breen and Leung, 2020). Leveraging prior experience and skills, they can combine motherhood and career progression (Ampa *et al.*, 2023; Bose, 2019; Breen and Leung, 2020; Kuschel, 2019). This enhances quality of life, networking and financial autonomy (Archer, 2019; Wilson and Yochim, 2015). Innovation and strong networks are essential for identifying entrepreneurial opportunities (Jiang and Huang, 2023). A sense of incompleteness beyond motherhood may drive entrepreneurship (Khan and Rowlands, 2018; Lewis *et al.*, 2022).

Aligning business with personal values and family life is possible (Duberley and Carrigan, 2013; Landour, 2017; Rodrigues *et al.*, 2023). Flexible schedules balance family and work, enhancing control and life satisfaction (Abdelsalam *et al.*, 2020; Besamusca, 2020; Breen and Leung, 2020; Dhaliwal, 2021; Duberley and Carrigan, 2013; Malaquias *et al.*, 2023b; Rodrigues *et al.*, 2023; Wilson and Yochim, 2015). This presents a significant opportunity for mothers to restore their professional identity and assume additional work and societal responsibilities (Abdelsalam *et al.*, 2022; Landour, 2015a, 2015b, 2017).

Work-from-home options and location-based opportunities exist. Home-based workspaces can combine family and work (Duberley and Carrigan, 2013; Ekinsmyth, 2013; Landour, 2022; Richomme-Huet and Vial, 2014; Tayaa and Bouzaabia, 2022). Businesses near children's routines leverage established social and spatial patterns (Rodrigues *et al.*, 2023). Proximity to family offers support and local networking is facilitated (Ekinsmyth, 2014; Landour, 2022).

4.2 Decisions

As Lim *et al.* (2021, p. 545) posited that decisions are behavioral responses to antecedents and outcome precursors. This review identified a key decision: business development by mumpreneurs (Figure 5).

Business development arises from several antecedents. Mothers may opt for self-employment (Abdelsalam *et al.*, 2020; Besamusca, 2020; Breen and Leung, 2020; Duberley and Carrigan, 2013; Ekinsmyth, 2014; Kuschel, 2019; Landour, 2015a, 2017; Malaquias *et al.*, 2023a). Self-employment can be a viable alternative to traditional employment, highlighting the importance of financial support for business success (Besamusca, 2020). Mumpreneurs often align businesses with personal values and vision that reflect who they are and what they stand for (Breen and Leung, 2020; Landour, 2017). Enhancing innovativeness and networking capabilities is crucial for mumpreneurs to grow their businesses (Jiang and Huang, 2023). It is crucial to highlight that these factors significantly empower mumpreneurs to grow their businesses.

It is not uncommon for mothers pursuing entrepreneurial ventures to encounter various challenges and constraints that may limit the establishment of their businesses. This review identified 24 distinct challenges that are commonly faced. These include work pressure, isolation, financial instability and lack of access to external funding (Burmicky *et al.*, 2022; Dhaliwal, 2021; Tan and Yew, 2023). Financial limitations can hinder business security and growth, complicating the recruitment of new employees and increasing the risk of business failure (Abdelsalam *et al.*, 2022; Dhaliwal, 2021; Khan and Rowlands, 2018). The dual roles of motherhood and entrepreneurship often require significant time management skills and resilience (Dhaliwal, 2021; Khan and Rowlands, 2018).

In addition, limited social connections can restrict networking opportunities, which are vital for business development (Malaquias and Malaquias, 2022). Spatial limitations, such as inadequate space for business operations or geographic constraints, also pose challenges (Bose, 2019; Ekinsmyth, 2013). Furthermore, a lack of business management knowledge and mentorship can impede progress for mumpreneurs (Abdelsalam *et al.*, 2022; Khan and Rowlands, 2018).

4.3 Outcomes

Lim *et al.* (2021, p. 546) mentioned that "outcomes refer to the evaluations that emerge subsequent to behavioral performance or non-performance." Following this, four main outcomes related to mumpreneurship were established in the present revision:

- (1) income;

- (2) business expansion;
- (3) work–family issues; and
- (4) work–life balance, as can be seen in [Figure 5](#).

4.3.1 Income. Mumpreneurs' entrepreneurial activities significantly contribute to financial independence and family income, fostering overall economic empowerment ([Abdelsalam et al., 2022](#); [Bryson and Dempsey, 2017](#); [Duberley and Carrigan, 2013](#); [Khan and Rowlands, 2018](#); [Lewis et al., 2022](#); [Malaquias et al., 2023a](#); [Richomme-Huet and Vial, 2014](#); [Rivera et al., 2021](#); [Wilson and Yochim, 2015](#)). Many mumpreneurs achieve economic self-sufficiency, with the added benefit of saving money by not commuting, which enhances their spending capacity ([Bryson and Dempsey, 2017](#); [Landour, 2022](#); [Wilson and Yochim, 2015](#)). This financial stability enables them to support their households and create sustainable economic conditions for their families ([Abdelsalam et al., 2022](#); [Wilson and Yochim, 2015](#)). Beyond wealth creation, mumpreneurs play a crucial role in securing a better future for their children ([Abdelsalam et al., 2020](#); [Bose, 2019](#)).

4.3.2 Business expansion. Mumpreneurs are crucial in managing the growth of their businesses but face several challenges and constraints in doing so. This study identifies 16 factors associated with the expansion of businesses run by mumpreneurs ([Figure 5](#)). Often, mumpreneurs deliberately slow their business growth to balance expansion with family needs ([Rodrigues et al., 2023](#); [Breen and Leung, 2020](#)). Concerns about business ventures interfering with parenting responsibilities may lead them to limit growth ([Tan and Yew, 2023](#); [Rivera et al., 2021](#)).

Time constraints are a significant barrier to business expansion for many mumpreneurs ([Khan and Rowlands, 2018](#)). Some delay growth until their children are older ([Gustavsson, 2021](#)). Others hire staff or seek external support to manage operations, freeing them to focus on strategic aspects of their businesses ([Breen and Leung, 2020](#)). Securing sufficient funding and capital is also challenging, limiting their ability to scale up ([Khan and Rowlands, 2018](#)).

There is a perception that mumpreneurs often exhibit lower ambition, potentially self-limiting their business scope ([Lewis et al., 2022](#); [Duberley and Carrigan, 2013](#); [Mayes et al., 2020](#)). However, many mumpreneurs choose to self-impose constraints on their operations, keeping them small and manageable. Despite this, they aim to create lasting impacts, including involving their families in the business ([Breen and Leung, 2020](#)). Mumpreneurs must regularly refine their business strategies to establish successful enterprises ([Tan and Yew, 2023](#); [Tayaa and Bouzaabia, 2022](#)). Their contributions significantly drive economic growth and enhance socioeconomic development ([Abdelsalam et al., 2022](#); [Malaquias et al., 2023b](#)).

4.3.3 Work–family issues. Mumpreneurs frequently manage their businesses from home while raising their families, which can create challenges in balancing work and family responsibilities. This dual role involves negotiating factors such as time, space, gender, family and work ([Ekinsmyth, 2014](#)). The review identified 21 such factors ([Figure 5](#)).

Mumpreneurs often face role conflict, balancing personal and professional lives, which can lead to identity conflicts and stress ([Ekinsmyth, 2013](#); [Lewis et al., 2016](#); [Tan and Yew, 2023](#); [Tayaa and Bouzaabia, 2022](#)). The overlap of family duties and business tasks can cause significant anxiety and feelings of being overwhelmed ([Breen and Leung, 2020](#); [Duberley and Carrigan, 2013](#); [Tan and Yew, 2023](#)). This dual commitment can result in personal costs ([Lewis et al., 2022](#)).

This delicate balance often leads to time management issues, urgency in completing tasks and limited opportunities for personal interests ([Jorge et al., 2022](#); [Khan and Rowlands, 2018](#); [Landour, 2017, 2022](#); [Rivera et al., 2021](#); [Tan and Yew, 2023](#)). In addition, many

mothers who run their businesses from home often that managing household tasks can further increase stress levels and reduce leisure time (Khan and Rowlands, 2018). Working from home introduces challenges such as family interruptions, which can disrupt workflow and productivity (Landour, 2022). In households where both partners work, disputes may arise over sharing household responsibilities (Richomme-Huet and Vial, 2014).

Setting clear boundaries between work and personal life is another challenge for mumpreneurs, often leading to stress as they balance family and business goals (Jorge *et al.*, 2022; Landour, 2017; Lewis *et al.*, 2022). This balancing act can create dual tensions related to both business and family obligations (Archer, 2019; Landour, 2022).

A few issues need to be addressed while sharing children's records on social media platforms to promote a mumpreneur's business. Among these issues, two significant concerns stand out prominently: first, the potential impact on a child's future arising from such online publications and, second, privacy-related concerns related to the personal information of children (Archer, 2019). Also, regarding the role of children, research has found that the children of mumpreneurs are exposed to entrepreneurship from a young age (Ampa *et al.*, 2023). Exposing children to business activities early can significantly impact their entrepreneurial perspective. Mumpreneurs who involve their children in such activities can act as positive role models and lay a foundation for their children's future success (Ampa *et al.*, 2023; Breen and Leung, 2020; Lewis *et al.*, 2022).

4.3.4 Work-life balance. The pursuit of work-life balance is a crucial outcome for individuals who are mumpreneurs, as can be observed from the vast body of literature on the subject (Abdelsalam *et al.*, 2020; Agnihotri and Bhattacharya, 2020; Bryson and Dempsey, 2017; Duberley and Carrigan, 2013; Ekinsmyth, 2011; Gustavsson, 2021; Khan and Rowlands, 2018; Kuschel, 2019; Landour, 2015a, 2015b, 2017; Richomme-Huet *et al.*, 2013). Those who can successfully draw a line between their professional commitments and family responsibilities without feeling conflicted between their roles as businesswoman and mother are able to achieve a harmonious balance between their personal, family and professional lives (Breen and Leung, 2020; Khan and Rowlands, 2018). This ability to juggle work commitments and family responsibilities translates into flexibility, enabling mumpreneurs to obtain quality family time and a sense of well-being (Wilson and Yochim, 2015).

5. Theory-context-methodology framework – how is it known?

5.1 Theories

Academic and scientific knowledge emerges from theories that provide foundational frameworks for research. Theories not only guide scientific inquiry but also facilitate understanding and the generation of new knowledge. Identifying theoretical gaps is crucial, as it enables researchers to refine existing theories and develop new ones. By using the ADO-TCM framework (Paul *et al.*, 2017; Paul and Benito, 2018), this study effectively mapped the theories associated with mumpreneurship (Table 2).

Mumpreneurship has been garnering increasing academic attention, as reflected in the analysis of 57 articles. Of these, 38 (66.67%) referenced at least one theoretical framework, whereas 19 (33.33%) did not cite any. Notably, 43.86% of the studies applied multiple theories, whereas only 22.81% relied on a single theoretical foundation, illustrating the field's theoretical diversity and fragmentation.

The wide range of theories and models used underscores the field's potential for further development. The integration of diverse theoretical perspectives enables a multifaceted approach, highlighting its flexibility and scope for evolution.

Table 2. Overview of theories, contexts and methods in mumpreneurship

Author	Theories	Context			Methods	
		Country	HDI	Type of study	Methods	Instruments
Ekinsmyth (2011)	Spatial theory	UK/Europe	Very-high	Empirical	Mixed methods	Interviews; questionnaire; other sources and activities
Roessingh and Nuijten (2012)	NS	Belize/Central America	High	Empirical	Ethnography	Participant observations; informal conversations; interviews
Richomme-Huet <i>et al.</i> (2013)	Women entrepreneurship theory	France/Europe	Very-high	Empirical	Mixed methods	Database; interviews; questionnaire
Ekinsmyth (2013)	Gendered entrepreneurship theory; Geographical theory; Social-geographical theory; Preference theory; Theory of everyday coordination; Spatial theory of gendered entrepreneurship; Time geography model; Family space-time framework	UK/Europe	Very-high	Empirical	Mixed methods	Interviews; questionnaire; internet research
Duberley and Carrigan (2013)	Models of women's career development	UK/Europe	Very-high	Empirical	Interviews	Interviews
Richomme-Huet and Vial (2014)	NS	France/Europe	Very-high	Empirical	Case study	Interviews
Ekinsmyth (2014)	Preference theory; Models of entrepreneurial endeavor	Two or more countries	–	Empirical	Mixed methods	Interviews; questionnaire; internet research; debate participants; discussion fora
Landour (2015a)	Maternal entrepreneurship model; Self-employment theory	France/Europe	Very-high	Empirical	Mixed methods	Documentary research; interviews; questionnaire; participant observation
Wilson and Yochim (2015)	NS	USA/North America	Very-high	Empirical	Ethnography	Interviews

(continued)

Table 2. Continued

Author	Theories	Context			Methods	
		Country	HDI	Type of study	Methods	Instruments
Landour (2015b)	NS	France/Europe	Very-high	Empirical	Mixed methods	Document research; online and offline observations; interviews; questionnaire
Lewis et al. (2015)	Boundaryless career theory; Self-employment-career theory; Career theory; Career models; Boundaryless career framework	New Zealand/Oceania	Very-high	Empirical	Case study	Interviews; document research
Lewis et al. (2016)	Social cognitive theory; Model of identity formation; Integrated model of entrepreneurial identity-opportunity development	New Zealand/Oceania	Very-high	Empirical	Case study	Interviews; document research
Perrier and Fannin (2016)	NS	UK/Europe	Very-high	Empirical	Interviews	Interviews
Landour (2017)	NS	France/Europe	Very-high	Empirical	Mixed methods	Document research; participant observation; social media analysis; interviews; questionnaire
Bryson and Dempsey (2017)	Feminist theory; Theory of collectivized commons	USA/North America	Very-high	Empirical	–	Internet research; news reports
Khan and Rowlands (2018)	NS	New Zealand/Oceania	Very-high	Empirical	Interviews	Interviews; notes
Foley et al. (2018)	Opportunity-necessity framework; Theory of utility maximisation; Rationalist frameworks	Australia/Asia	Very high	Empirical	Interviews	Interviews
Bose (2019)	NS	India/Asia	Medium	Empirical	Ethnography	Interviews; social media analysis
Archer (2019)	Uses and gratification theory	Australia/Asia	Very-high	Empirical	Interviews	Interviews; focus group

(continued)

Table 2. Continued

Author	Theories	Context			Methods	
		Country	HDI	Type of study	Methods	Instruments
Kuschel (2019)	Social identity theory; Family embeddedness theory	Two or more countries	–	Empirical	Interviews	Interviews
Abdelisalam <i>et al.</i> (2020)	Entrepreneurial event model	Jordan/Asia	High	Empirical	Questionnaire	Questionnaire
King (2020)	NS	Two or more countries	–	Empirical	Interviews	Interviews
Breen and Leung (2020)	Relational theory of career-life; Career theory; Theory of career progress; Career cone model; Dynamic model of career choice; Relational models of career development; Gender-aware framework	Canada/North America	Very-high	Empirical	Interviews	Interviews; memos
Besamusca (2020)	Disadvantaged worker theory; Mumpreneurship theory; Self-employment theory	Two or more countries	–	Empirical	Quantitative	Data sets
Mayes <i>et al.</i> (2020)	Political and social frameworks	Australia/Oceania	Very-high	Empirical	Interviews	Interviews
Agnihotri and Bhattacharya (2020)	Role conflict theory; Theory of planned behavior; Perceived organizational family support theory; Entrepreneurial event model; Social cognitive theory	India/Asia	Medium	Empirical	Questionnaire	Questionnaire
Fernández <i>et al.</i> (2020)	NS	USA/North America	Very high	Empirical	Ethnography	Notes; interviews; artifacts; photovoice; participant observations
Dhaliwal (2021)	NS	India/Asia	Medium	Empirical	Case study	Interviews; internet research
Gustavsson (2021)	Feminist analytical framework	UK/Europe	Very high	Empirical	Interviews	Interviews

(continued)

Table 2. Continued

Author	Theories	Country	Context	HDI	Type of study	Methods	Instruments
Rivera <i>et al.</i> (2021)	Feminist economic theory; Neoclassical theory of human capital; Theory of statistical discrimination; Institutional theory; Liberal feminist theory; 5M model of women's entrepreneurship	Ecuador/South America		High	Empirical	Case study	Interviews; focus groups; participant observation
Yusoff (2021)	NS	Malaysia/Asia		Very high	Empirical	Interviews	Interviews
Bustamante and von Lurzer (2021)	NS	Argentina/South America		Very high	Empirical	Documentary research	News reports; social media analysis
Ogundana <i>et al.</i> (2021)	Gender-related framework; 6 Ms model; New gender-based model of growth	Nigeria/Africa		Low	Empirical	Case study	Interviews; document research
Burmicky <i>et al.</i> (2022)	Theory of neoliberalism	USA/North America		Very high	Empirical	Case study	Interviews; focus group; memos
Abdelsalam <i>et al.</i> (2022)	Maslow's theory of needs; Theory of human motivation	Jordan/Asia		High	Empirical	Questionnaire	Questionnaire
Landour (2022)	NS	France/Europe		Very-high	Empirical	Interviews	Interviews
Jorge <i>et al.</i> (2022)	NS	Portugal/Europe		Very high	Empirical	Case study	Social media analysis; internet research
Lewis <i>et al.</i> (2022)	NS	UK/Europe		Very high	Empirical	Interviews	Interviews
Malaquias and Malaquias (2022)	NS	Brazil/South America		High	Empirical	Questionnaire	Questionnaire
Tayaa and Bouzaabia (2022)	Source credibility theory; Ducoffe's advertisement value model	Tunisia/Africa		High	Empirical	Interviews	Interviews; notes
Qureshi <i>et al.</i> (2022)	Women entrepreneurship plus model framework; Effectuation theory of entrepreneurship	Pakistan/Asia		Low	Empirical	Mixed methods	Questionnaire; interviews; planning, adaptability, vision, and effectual entrepreneurial mindset test

(continued)

Table 2. Continued

Author	Theories	Context			Methods	
		Country	HDI	Type of study	Methods	Instruments
Vershinina <i>et al.</i> (2022)	Community of practice theory; Identity theory	UK/Europe	Very high	Empirical	Interviews	Nonparticipant online observation; participant interviews; website analysis
Ampa <i>et al.</i> (2023) Tan and Yew (2023)	NS Model of work–family satisfaction; Entrepreneurial learning framework	Indonesia/Asia Indonesia/Asia	High High	Empirical Empirical	Questionnaire Interviews	Questionnaire Interviews; notes; participant observation; memos
Malaquias <i>et al.</i> (2023a, 2023b) Jiang and Huang (2023)	Entrepreneurial theory; Technology acceptance model Role theory; Entrepreneurship theory; Triadic reciprocal determinism theory; Enterprise life cycle theory	Brazil/South America China/Asia	High High	Empirical Empirical	Questionnaire Mixed methods	Questionnaire Questionnaire; interviews
Rodrigues <i>et al.</i> (2023)	NS	None	–	Conceptual	SLR	Bibliometric analysis
Malaquias <i>et al.</i> (2023a)	Technology acceptance model	Brazil/South America	High	Empirical	Questionnaire	Questionnaire
Peters <i>et al.</i> (2023) Shao <i>et al.</i> (2023)	Social capital theory Framework of financial intermediation theory	USA/North America China/Asia	Very high High	Empirical Empirical	Mixed methods Secondary data	Questionnaire; interviews 2017 China General Social Survey; Peking University Digital Inclusive Finance Index; China Statistical Yearbook; Questionnaire
Kodagoda and Samaratunge (2023) Kadhi and Hamrouni (2023)	Social role theory; Preference theory Effectuation theory	Sri Lanka/Asia Tunisia/Africa	High High	Empirical Empirical	Interviews Case study	Interviews; Web-based survey Interviews

(continued)

Table 2. Continued

Author	Theories	Context		Methods	
		Country	HDI	Type of study	Instruments
Li and Tong (2023)	Personality and social structure framework; Germane theory	China/Asia	High	Empirical	China family panel studies survey; survey interview
Nuimat <i>et al.</i> (2023)	Pull theory; Push theory	Jordan/Asia	High	Empirical	Questionnaire
Nasir and Shamim (2024)	Pull theory; Push theory	Nigeria/Africa	Low	Empirical	Interviews
Ameen <i>et al.</i> (2024)	Intersectionality theory; Process model of value creation	UK/Europe	Very-high	Empirical	Interviews
Casteleijn-Osomo (2024)	Huizinga's theory of play	Two or more countries	–	Empirical	Interviews; Lego® Serious Play®

Note(s): Not specified: NS

Source(s): Authors' own work

A detailed analysis of the literature reveals that some theories have received greater attention than others. Among 87 theories identified in the 57 articles, Preference Theory was the most frequently cited ($n = 3$). This theory suggests that women voluntarily exit the formal labor market, either partially or entirely, when they become mothers or plan to have children, prioritizing family responsibilities (Ekinsmyth, 2014). However, other scholars (Ekinsmyth, 2013; Kodagoda and Samaratunge, 2023) contend that these decisions are not solely based on personal preference but are shaped by broader social, cultural and economic constraints.

The second most frequently cited theories, each appearing twice per article, include Career Theory, Push Theory, Self-Employment Theory, Entrepreneurship Theory, Pull Theory and Social Cognitive Theory. The remaining 79 theories were cited only once, indicating significant opportunities for further exploration and theoretical refinement. These findings emphasize the need for continued research to enhance and consolidate theoretical foundations in the study of mumpreneurship.

5.2 Contexts

Context significantly influences research (Lim *et al.*, 2021). This study identifies two key contextual factors: country of origin where the study was conducted and Human Development Index (HDI) classification (Morse, 2023; Sagar and Najam, 1998). The HDI classification was consulted through the 2023 / 2024 Human Development Report, whose data refers to March 13, 2024 (United Nations Development Programme, 2024).

As shown in Table 2, the analysis reveals that research in mumpreneurship is concentrated in countries with very high HDI (50.88%, $n = 29$), with limited coverage of high (28.07%), medium (5.26%) and low (5.26%) HDI contexts.

Table 2 shows that Asia is the leading research region (28.1%, $n = 16$), followed by Europe (26.3%, $n = 15$), the Americas (21.1%, $n = 12$) and Africa (7.00%, $n = 4$). Oceania is underrepresented (3.5%, $n = 2$). The UK is a leading research nation (14.04%, $n = 8$), contributing significantly to the mumpreneurship knowledge base. France follows with 10.53% ($n = 6$). However, underrepresented countries require attention to advance the field globally.

5.3 Methods

After a thorough analysis of the various approaches in the articles evaluated in this review, it is evident that they can be classified into two distinct categories. The first category pertains to research approaches involving the study types and the methods adopted. The second, more comprehensive category pertains to research data, encompassing the instruments used.

Two research approaches were identified: empirical ($n = 56$) and conceptual ($n = 1$) (Table 2). Qualitative methods were the most prevalent, with 34 studies. Within this category, interviews were the dominant technique (19 studies). In addition, case studies ($n = 10$), ethnography ($n = 4$) and documentary research ($n = 1$) were also used. Eight studies exclusively used quantitative methods, using questionnaires, while two studies incorporated a quantitative approach. Ten studies adopted mixed methods, combining quantitative and qualitative approaches. Finally, one study used secondary data, and one study did not use any specific methodology.

6. Discussion

In addressing the first research question, our findings reveal that 12 distinct antecedents have been identified that compel mothers to venture into entrepreneurship. Women with children often demonstrate a stronger inclination toward pursuing entrepreneurial ventures (Kadhi and Hamrouni, 2023). This leads to an intriguing and fundamental dual inquiry: Did these mothers perceive a unique opportunity to pursue entrepreneurial endeavors as a direct result

of their new roles as mothers, or conversely, did they feel an inescapable imperative to embrace entrepreneurship as a means of adapting to the challenges and demands of motherhood?

Traditional jobs fail to provide the flexibility to meet children's extensive care needs (Casteleijn-Osorno, 2024). As a result, entrepreneurship becomes not just an alternative but a necessity, offering mothers the only viable way to balance their personal and professional lives. This perspective is further reinforced by Vershinina *et al.* (2022, p. 753) and Foley *et al.* (2018, p. 323), who highlight the conflict between "being a good parent" and "the opportunity to re-establish a measure of independence and control over the nature of their work" imposed by motherhood making entrepreneurship the only viable alternative.

ICTs, particularly social networks, play a key role in merging parenthood and entrepreneurship (Vershinina *et al.*, 2022), a key issue for mumpreneurs. Another key aspect was the search for a more favorable and flexible work-life balance, provided by embracing entrepreneurial ventures, as referred by Agnihotri and Bhattacharya (2020). Finally, research highlights that mothers' educational level positively correlates with a greater likelihood of pursuing entrepreneurship (Shao *et al.*, 2023). The discussion surrounding the context of entrepreneurship warrants deeper exploration to enhance our understanding of whether mothers perceive entrepreneurship primarily as a necessity or an opportunity.

Despite the several antecedents identified, financial constraints are one of the foremost common constraints for mothers in becoming entrepreneurs. From one perspective, mumpreneurs report difficulties in securing funding for their businesses (Nasir and Shamim, 2024), a lack of financial literacy (Yusoff, 2021) and the need to rely on their own or family capital to finance their ventures due to limited alternatives (Kadhi and Hamrouni, 2023; Nasir and Shamim, 2024; Shao *et al.*, 2023, p. 2). This needs to be further emphasized with effective policies and programs to improve mumpreneurs' access to finance.

One of the most prominent outcomes of mumpreneurship highlighted in the literature is the improved balance between professional and personal life resulting from mothers' decision to pursue self-employment. However, this balance is not without its challenges, and mumpreneurs face various obstacles (Ameen *et al.*, 2024; Li and Tong, 2023; Nasir and Shamim, 2024; Tan and Yew (2023), namely, being time-consuming and risky, as well as stressful as mothers need to manage work and family conflict. In addition, support systems play a crucial role in helping mumpreneurs successfully navigate the demands of both domestic life and work (Lewis *et al.*, 2015; Nasir and Shamim, 2024).

The second research question was thoroughly addressed, revealing that while the field has not yet attained theoretical maturity, several pivotal theories have emerged through this exploration. Among these, Preference Theory is significant (Ekinsmyth, 2013; Ekinsmyth, 2014; Kodagoda and Samaratunge, 2023). This theory is particularly relevant given that most studies are conducted in high-HDI countries, primarily in Western contexts. Empirical research dominates the field, with a strong preference for qualitative methods. This trend reflects the early stage of scholarship in mumpreneurship, highlighting the need for further exploration to deepen understanding.

Several promising future research directions have been identified to address the third research question, each offering potential pathways for deeper exploration and understanding. Studies examining gender's impact on mumpreneurship (e.g. Ekinsmyth, 2011; Ekinsmyth, 2013; Nasir and Shamim, 2024) underscore its importance, making it necessary the application of intersectionality theory (Crenshaw, 1989). This framework posits that discrimination forms, such as racism, sexism and classism, are interconnected and shape individual experiences.

7. Future research agenda

The emergence of mumpreneurship has notably influenced the global economy, with entrepreneurial mothers driving business creation and income generation. To fully understand this phenomenon, a holistic approach is required, encompassing its drivers, influences and challenges.

Longitudinal studies, extending over two years or more, are essential for grasping the complexities and evolution of mumpreneurship. They offer insights into the contextual, social and individual factors influencing mumpreneurs' challenges. This is vital for developing effective support policies.

Current research predominantly focuses on upper-middle-class mumpreneurs in Western countries, highlighting the need for more inclusive studies in non-Western regions, particularly Asia and Africa. A broader perspective would reduce biases and avoid generalizations based on Western, middle- or upper-class experiences, fostering a deeper understanding of mumpreneurs' diverse social and economic challenges. Expanding theoretical frameworks specific to mumpreneurship is also necessary to analyze success factors, challenges and resources within diverse socioeconomic contexts.

The bibliometric study identified a gap in understanding mumpreneurs' motivations, underscoring the need for more quantitative research on this critical issue. The increasing role of digital technologies, especially in blogging and influencing, has facilitated networking, business promotion and sales growth. Investigating the impact of information technology on mumpreneurship practices and outcomes can help create replicable models for other mumpreneurs.

Comparative studies between "mumpreneurship" and "dadpreneurship" are needed to identify gender-specific challenges and trends. In addition, exploring the roles of mompsoning and intensive mothering can provide insights into how these concepts influence career decisions, self-efficacy and well-being, enhancing the understanding of working parents' experiences.

As mumpreneurs increasingly establish businesses, they often face management and entrepreneurial knowledge gaps. Developing targeted educational programs could equip them with essential entrepreneurial skills.

Financial challenges, particularly difficulties securing external funding, remain a significant barrier. Establishing tailored financial support policies would enhance access to capital, fostering economic growth and diversity. Research on public policy interventions is essential.

Future studies should integrate existing literature with empirical research through large-scale, cross-cultural analyses. Examining mumpreneurs' journeys from business inception to establishment, or potential closure, would yield insights into optimizing outcomes, fostering gender equality and driving economic development.

Finally, with the growing number of women-led businesses, it is imperative to quantify mumpreneurial contributions to national economies. Prioritizing collecting and analyzing relevant data will ensure these contributions are accurately recognized and acknowledged.

8. Conclusions, implications and limitations

Integrating the ADO-TCM framework with bibliometric analysis has enriched the understanding of mumpreneurship and provided new insights. The bibliometric study has identified scientific productivity and key contributors underpinning the identification of knowledge gaps and areas for future research.

The ADO framework identified 233 key factors associated with mumpreneurship, including 153 linked to 12 antecedents, 29 to decisions and 51 to outcomes. These findings have both theoretical and practical implications. Theoretically, they expand the existing

literature on mumpreneurship. Practically, they offer policymakers resources to address identified challenges.

This research highlights the importance of examining underdeveloped aspects within mumpreneurship through the TCM framework, focusing on both geographical and disadvantaged social groups. Existing studies predominantly focus on mumpreneurs from the middle and upper social classes, leaving significant gaps.

A key reason for the prevalence of qualitative studies is their ability to provide in-depth exploration, given that mumpreneurship has yet to reach theoretical maturity. The TCM framework reveals a wide range of theories that are applied to this topic without a unifying approach. However, qualitative studies often rely on small, nonrepresentative samples, frequently limited to a single country or region and are subject to researcher bias. Thus, there is a need for more quantitative and mixed-method studies, which allow for larger, more representative samples and mitigate researcher bias by establishing statistical relationships and triangulating data. This integrated approach enhances research robustness by combining the strengths of both qualitative and quantitative methods.

Longitudinal quantitative studies are also essential, as the reviewed literature includes only one study. These analyses track the evolution of mumpreneurship over time, identifying patterns and causal relationships that short-term studies cannot capture. Large-scale empirical studies across diverse social and cultural contexts are also necessary to develop concrete measures and assess long-term impacts.

The findings have practical implications for stakeholders aiming to promote mumpreneurship and its contributions to economic growth and social development. Policymakers should offer tax incentives, accessible credit lines and reduced bureaucratic barriers to encourage business creation among mothers.

In addition, policymakers and educators must foster entrepreneurial intentions from an early age by integrating entrepreneurship into educational curricula beyond secondary and university levels. Developing digital and managerial skills, particularly time management, alongside business incubators can enhance the success rates of mumpreneurial ventures.

From a societal perspective, addressing stereotypes around motherhood, women's careers and entrepreneurship is crucial. Mumpreneurship should not be viewed solely as a means to stay closer to family but as a legitimate professional pursuit. Support networks among mumpreneurs can also facilitate business growth by expanding their reach and visibility.

Moreover, mumpreneurs must develop digital and time management skills to effectively balance family and professional responsibilities, ensuring that family and professional life do not overlap. Clear boundaries between work and family life are essential to ensure sustainability.

Organizations must also foster flexible and inclusive work environments to prevent the loss of human capital. By enabling work-life balance, businesses can retain skilled professionals and reduce the need for women to exit traditional employment in favor of entrepreneurship. For that, organizations need to accelerate the creation of flexible and inclusive work environments and cultures that allow for the reconciliation of family and professional life, encouraging motherhood rather than hindering this natural phase of human life. This leads to a departure from the formal and traditional labor market and the creation of new businesses to balance family and professional life.

Collectively, these measures form a comprehensive strategy to promote mumpreneurship, requiring collaboration among policymakers, educators, society and businesses to create an enabling environment for mumpreneurs, ultimately driving sustainable economic development.

In conclusion, this study advances the understanding of mumpreneurship by offering actionable recommendations and raising awareness among key stakeholders. However, certain limitations warrant further research. The study's focus on specific document types may have

excluded relevant sources, and the data set, limited to publications up to November 2024, may not account for recent citation increases or emerging research beyond the defined timeframe.

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Appendix. Set of synonymous authors' keywords

- (1) "business," "enterprise";
- (2) "entrepreneurship," "entrepreneurialism";
- (3) "women entrepreneurs," "women entrepreneur," "women entrepreneurs," "female entrepreneur," "female entrepreneurs";
- (4) "women entrepreneurship," "womens' entrepreneurship," "female web entrepreneurship," "female entrepreneurship," "women's entrepreneurship";
- (5) "gender," "gender role";
- (6) "mumpreneurs," "mompreneurs," "momprenneur," "mom entrepreneur," "mumprenneur," "tunisian influencer-momprenneur," "homepreneurs/momprenneuers";
- (7) "mumpreneurship," "mumpreneurship," "mother entrepreneurship";
- (8) "motherhood," "mothering";
- (9) "mothers," "mom";
- (10) "women," "female";
- (11) "covid-19," "covid-19 pandemic";
- (12) "social media," "Facebook," "Instagram";
- (13) "motivation," "motivations"; and
- (14) "entrepreneur," "entrepreneurs."

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