


Factors Affecting The Success Of Women's SMEs In The Digital Era: A Systematic Literature Review

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Article Info	ABSTRACT
<p>Keywords: Success factors of women MSMEs; digital transformation; Women MSMEs; Systematic Literature Review</p>	<p>This study conducts a systematic review of the literature on the success factors of women entrepreneurs in the digital era through bibliometric analysis and research mapping. From the 724 records identified, 86 articles were evaluated and analyzed, showing significant contributions from countries such as the United Kingdom and the United States. The methodology followed six stages of systematic review, including field mapping, comprehensive searching, quality assessment, data extraction, synthesis, and report writing. The results identified 57 main topics and generated 126 indicators grouped into ten interrelated major categories and the challenges and opportunities in female entrepreneurship. This study finds that access to finance, entrepreneurial skills, a supportive business environment, digital competence, and socio-cultural support significantly influence the success of women MSMEs. Digital transformation enables female MSMEs to reach broader markets, access alternative financing, and enhance operational efficiency and innovation.</p>
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INTRODUCTION

Entrepreneurship refers to individuals who have the ability to recognize opportunities, produce, market and manage new products, as explained in the Big Indonesian Dictionary (KBBI). The term "entrepreneurship" was first introduced by French economist Richard Cantillon in the 18th century, and refers to the act of combining factors of production to make a profit. Etymologically, entrepreneurship comes from the Sanskrit "wira" (superior human) and "usaha" (to do), as well as from the French "entreprendre" which means 'to take between' or 'to do.' Entrepreneurship involves setting up a business by taking financial risks to gain profits, and emphasizes innovation and creativity. Ronstadt describes entrepreneurship as the dynamic process of creating wealth by taking major risks to provide value to a product or service. There are three main types of entrepreneurship: Business Entrepreneurs (driven by profit and innovation), Social Entrepreneurs (solving social problems), and Small-Business Owners (exploiting existing opportunities). In Indonesia, popular types of entrepreneurship include retail businesses, digital business startups, and creative industries, with five general types of MSMEs, namely fashion, culinary, agribusiness, digital, and services. (Drucker, 1985; Stanford University, 2023), (Gramedia, 2023).

A female entrepreneur is a woman who starts and runs her own business. Meanwhile, women's MSMEs are micro, small and medium enterprises owned and run by women. The

majority of micro and small businesses in Indonesia are managed by women. However, female entrepreneurs still encounter various obstacles in running their businesses, which gives rise to many reluctance among them to expand the scale of their businesses. They prefer to keep their businesses small scale and informal. In fact, developing a business and registering the business formally can open up access to capital loans as well as government assistance and incentives,(Anjani, 2022),(Chairani Putri Pratiwi, 2021).

Digitalization opens up new opportunities for MSMEs in Indonesia, which currently number 65.4 million and contribute more than 60% to the country's GDP (dailysocial.id). However, the DSInnovate survey shows that 70.2% of MSME owners face difficulties in marketing products, 51.2% experience capital problems, and 30.9% have difficulty adopting digital. Despite the challenges, digitalization allows MSMEs to manage finances, monitor cash flow and obtain raw materials online. BRI data shows that 83.8% of MSMEs have digitalized to support their business operations. In the midst of intense competition, especially since the pandemic, some MSMEs have started to promote their products and services through digital platforms and opened online shops in marketplaces. However, many MSMEs still experience obstacles in adapting to digitalization.(Mawarsari, 2023),(Developers.bri.co.id, 2023),(Eka, 2023).

Women play an important role in the MSME sector in Indonesia, with 53.76% of MSME actors and 97% of workers being women. Minister of Finance Sri Mulyani, highlighted the potential of women in managing finances and investing, as well as the importance of the gender dimension in economic recovery programs. Despite great potential, women entrepreneurs face many challenges, such as lack of capital, raw materials, inadequate marketing facilities, intense competition, high production costs, family responsibilities, low mobility, lack of education, and discriminatory social attitudes. Additionally, women entrepreneurs often lack business training, information, and awareness of subsidies and concessions, all of which complicate their businesses, (Trihusodo, 2021).

In the rapidly developing digital era, the role of Micro, Small and Medium Enterprises (MSMEs) is increasingly crucial for Indonesia's economic growth. According to the Coordinating Ministry for Economic Affairs, MSMEs are the main pillars of the economy, with a number reaching 64.2 million, contributing 61.07% to GDP (8,573.89 trillion rupiah), creating jobs (97% of the total), and attracting investment (60 .4%). The government supports MSMEs through programs such as PEN, KUR, Gernas BBI, marketing digitalization, and the Job Creation Law.(Haryanto Limanseto, 2021). However, the focus of this research is on unique MSMEs, namely MSMEs that are owned and run by women. Even though women's participation in MSMEs reaches 60%, their contribution to GDP is only 9.1%. Limited access to women's empowerment is one of the main factors behind this suboptimal contribution. Most female entrepreneurs in Indonesia still operate in the informal or semi-formal sector,(Chairani Putri Pratiwi, 2021). Arif Rahman from the Ministry of Cooperatives and SMEs stated four transformation strategies to strengthen MSME and cooperative entrepreneurship, with digital transformation as the main driver,(Antara, 2021). Data from MSME, Empowerment Report 2022, shows that 83.8% of MSMEs have digitalized in response to competition and the impact of the pandemic. However, only some MSMEs have

fully adapted to the digital era. Berry Fauzi from the Ministry of Cooperatives and SMEs stated that 40% of MSMEs use social media, 38% use instant messaging, 13% use e-commerce, and 5% use online transportation services (ride-hailing), (Mawarsari, 2023).

Previous research on women's entrepreneurship in various countries has identified key factors that influence the success of their businesses. Bayramova and Mammadov (2021) emphasize the importance of strategic support from the government and international organizations in supporting women's entrepreneurship in Azerbaijan. Franco and Kumar (2016) found that the main motivation for women to become entrepreneurs is to provide value to family and society, even though they face challenges such as financial problems and male chauvinism.

Serrano et al. (2023) note that although women's participation in entrepreneurship is still lower than men's, this gap is starting to close, with technical skills becoming increasingly important in the Industry 4.0 era. Chaidi et al. (2022) highlight the role of economic motivation, government support, and access to digital technology as well as emotional intelligence in women's entrepreneurial success. Mishra and Taruna (2019) also show that women's entrepreneurship has a significant impact on economic and social empowerment in Indonesia.

Research in various other countries, such as that conducted by Sajjad et al. (2021) in Pakistan, Sarker and Palit (2014) in Bangladesh, and Leszczyński (2016) in Poland, show the importance of access to technology, interpersonal skills, family support, and external capital in supporting women's entrepreneurship. In Morocco, Bouarir et al. (2023) emphasize the importance of achieving and recognizing business opportunities for women's entrepreneurial intentions, while research in India by Ingalagi et al. (2021) shows that family support and psychological factors greatly influence the success of women entrepreneurs. In Indonesia, Dalimunthe et al. (2024) highlighted the importance of human resource and technological transformation in increasing the competitiveness of small-scale women entrepreneurs, while Alzamel (2024) revealed the significant impact of e-entrepreneurship in encouraging women's entrepreneurship in Saudi Arabia. Other research, such as that conducted by Ratten & Braga (2024) and Yadav et al. (2024), shows the important role of digital technology and systemic support in empowering women entrepreneurs.

Overall, these studies show that women's entrepreneurial success is influenced by various factors, including government support, digital technology, motivation, and family support. Challenges such as lack of capital, technical skills, and cultural barriers remain issues that need to be overcome to support the growth and sustainability of women-led businesses.

METHODS

A systematic review is a research article that identifies relevant studies, evaluates their quality, and summarizes the results using scientific methodology, (Jesson et al., 2011; Priharsari, 2022; Airlangga University Team, 2020). Six main stages in conducting a systematic review: The first stage is mapping the field through a scoping review; The second stage is a comprehensive search; The third stage is quality assessment; The fourth stage is data extraction (Data extraction); The fifth stage is synthesis (Synthesis); The sixth stage is writing a report (Write up).

This research methodology uses a Systematic Literature Review (SLR), which aims to collect, synthesize, and evaluate findings from various studies systematically and reduce bias.(Jesson et al., 2011). This process consists of six main stages. First, mapping the field through a Scoping Review to understand existing knowledge and identify gaps, define research questions, keywords, and inclusion/exclusion criteria. Second, a comprehensive search in electronic databases with specified keywords, documenting results, and refining the search if necessary(Priharsari, 2022). Third, the quality assessment of papers uses a ‘research hierarchy’ to decide on inclusion, with clear reasons for exclusion. Fourth, extract relevant data into the extraction sheet that has been designed. Fifth, synthesize data from each article to integrate what is known and what still needs to be researched, including meta-analysis if possible. Finally, write reports that are comprehensive, unbiased, and replicable, and disseminated to improve practice(Airlangga University Team, 2020).

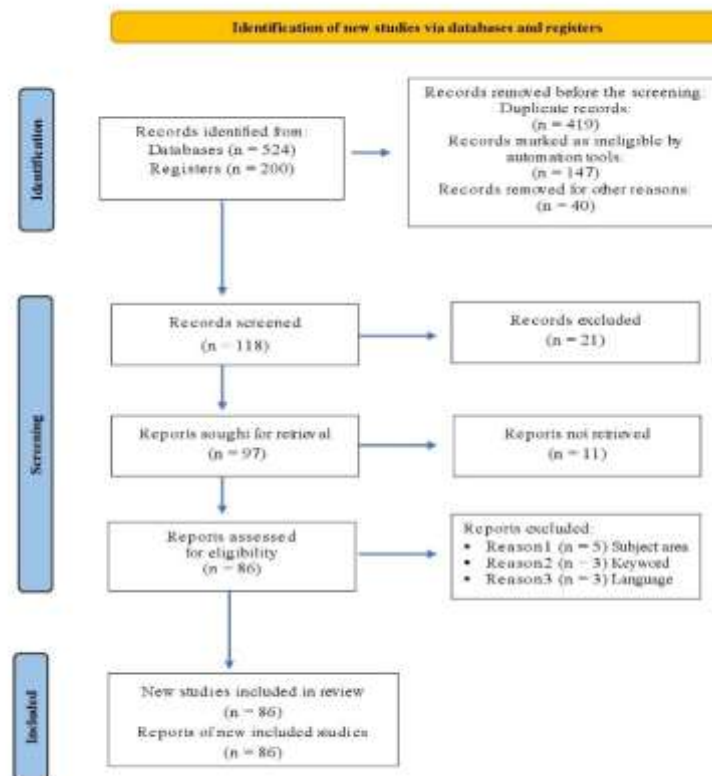


Figure 1. PRISMA diagram

Source:<http://www.prisma-statement.org/>

This PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) diagram shows the literature selection process in a systematic review or meta-analysis,(PRISMA, 2020). Of a total of 724 records identified through the Scopus.com database (524 articles) and the Semantic Scholar register (200 articles), some records were removed before screening due to duplication (419), ineligibility by automated tools (147), and other reasons (40), leaving 118 articles to screen. After screening, 21 articles were excluded, leaving 97 articles to be retrieved and analyzed, but 11 articles were not successfully

accessed. Of the 86 articles assessed for eligibility, several reports were excluded due to inappropriate subject areas (5), irrelevant keywords (3), and inappropriate language (3). finally, 86 new studies were included in the review, including articles from these 86 studies. This process represents a systematic and transparent approach to reducing bias and ensuring review results are based on the most relevant and high-quality evidence.

RESULTS AND DISCUSSION

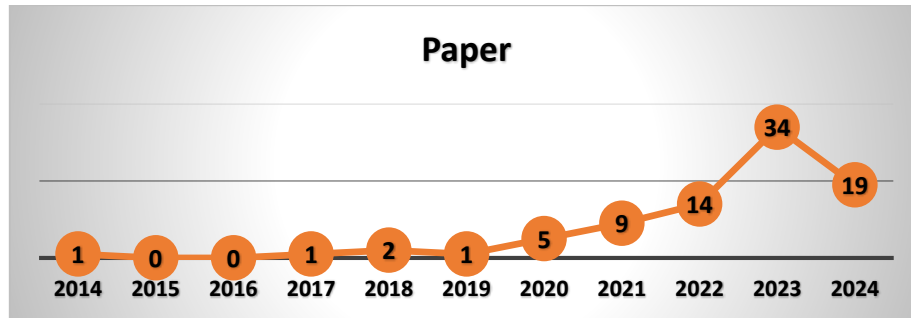


Figure 2. Number of Papers by Year
Source: Data processed

Figure 2 shows that there were 86 papers published during the period 2014 to 2024. This data shows a significant increase in the number of papers published regarding the topic of success factors for women entrepreneurs in the digital era, especially starting from 2020. The number of papers published reached its peak in 2023 with a total of 34 papers, then decreasing slightly to 19 papers in 2024, this is because 2024 is still the current year.

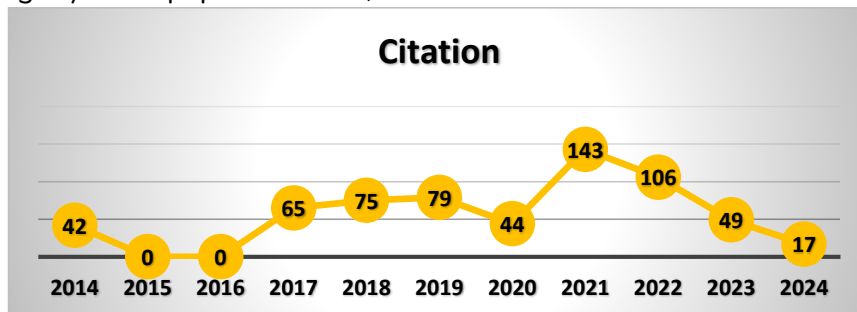


Figure 3. Number of Citations by Year
Source: Data processed

In Figure 3, it can be seen that the number of research citations on the success factors of women entrepreneurs in the digital era shows a significant increasing trend from 2014 to 2021, reaching a peak with 143 citations in 2021. After that, there was a decline in citations, with 17 citations in 2024. Initially, there were no citations in 2015 and 2016, but a spike occurred from 2017 to 2021, reflecting the increasing interest and relevance of this topic among academics. A total of 620 citations during this period indicates that this topic is important and widely recognized in the academic literature, despite a decline in recent years.

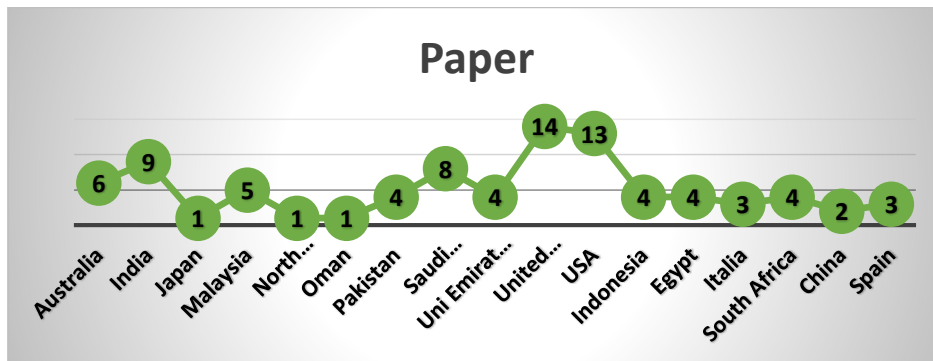


Figure 4. Number of Papers by Country
Source: Data processed

Figure 4 shows the number of papers regarding success factors for women entrepreneurs in the digital era by country, with a total of 86 papers. The countries with the most contributions were the United Kingdom (14 papers) and the USA (13 papers), followed by India (9 papers) and Saudi Arabia (8 papers). Australia contributed 6 papers, while Malaysia contributed 5 papers. Several countries such as Japan, North Cyprus, and Oman each contributed 1 paper. Other countries such as Pakistan, United Arab Emirates, Indonesia, Egypt, South Africa and Italy contributed between 2 and 4 papers. These data show that research on this topic is carried out widely in various countries, with significant contributions from these countries.

Analysis based on BibliometricsVos Viewer

Based on Vos Viewer Semantic Scholar search results on 300 articles, in Figure 5, this analysis shows that research on "women entrepreneurs" AND "digital" has 57 main topics divided into 4 different clusters. There are 1,193 links between these items, with a total link strength of 3,083, indicating that these topics are highly interrelated and are often discussed together in the literature. The identified clusters help in understanding the main subtopics in the field, while the number of links and the strength of the links provide an idea of the intensity and density of relationships between topics. This analysis helps identify research trends, relationships between topics, and areas that may require further research in the field of women's entrepreneurship in the digital era.

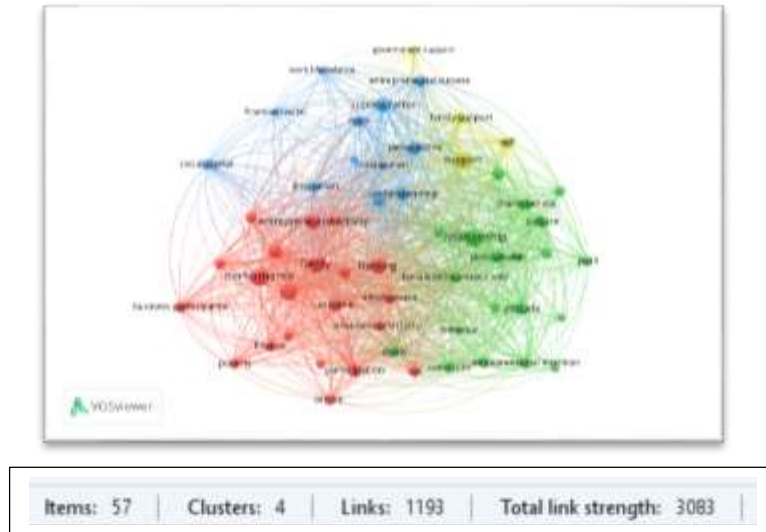


Figure 5. Vos Viewer Semantic Scholar search results
Source: Vos Viewer data processing

In figure 6, based on Vos Viewer via Scopus.com search, VOSviewer analysis of 524 Scopus journal articles with the topic "women entrepreneurs AND digital" shows that there are 105 items grouped into 4 clusters, with a total of 2,963 links and a link strength of 5,760. This shows that this topic has a large and diverse research base, with closely related items, reflecting the diverse sub-topics within the field of women's entrepreneurship in the digital era. The existence of several clusters indicates the existence of specific themes, such as challenges, opportunities, case studies and supporting policies that are the focus of the research. The high number and strength of links indicates a high level of coherence and consistency in this literature, indicating significant attention from the research community to this issue.

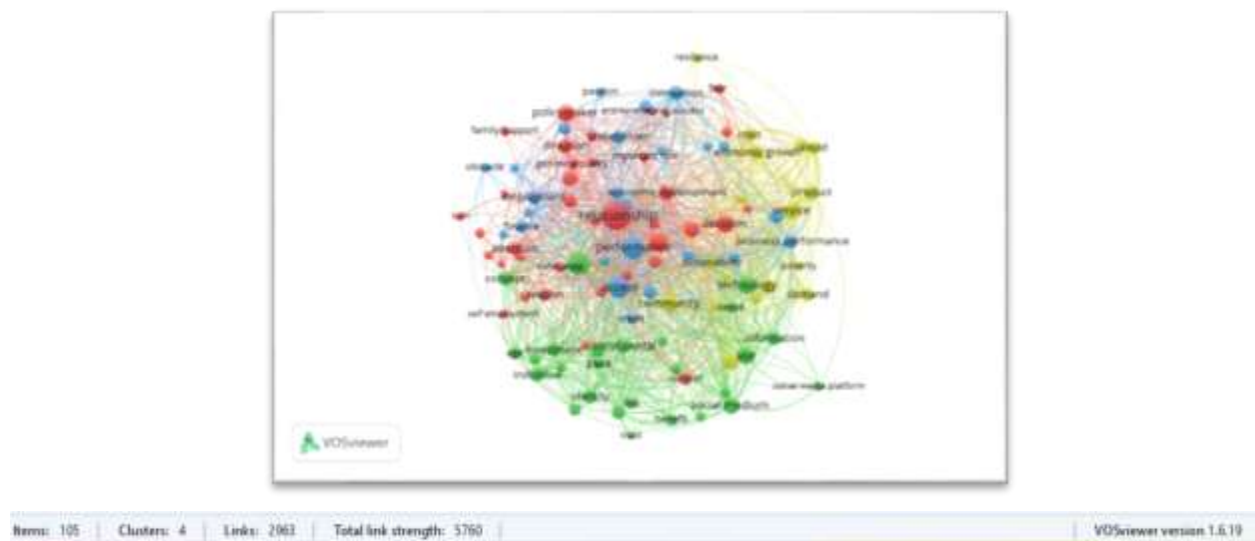


Figure 6. Vos Viewer search results from Scopus.com
Source: Vos Viewer data processing

Identifying Success Factors for Women Entrepreneurs

Table 4. Success Factors for Women Entrepreneurs

Success Factors for Women Entrepreneurs	Reference Source
1. Financial Factors	
Access to Finance and Infrastructure	(Chaidi et al., 2022)
Availability of Financial Resources	(Feng et al., 2023)
Credit Installments	(Bahari et al., 2023)
Difficulties in Raising Funds	(Gercans, 2022)
Financial Capability and Support,	(Gafur & Islam, 2024; Loan et al., 2023; Rizvi & Ahmad, 2024; Sharma, 2023)
Funding Inequality	(Wang et al., 2024)
Potential Investors	(Wang et al., 2024)
Recovery Strategies	(Zapalska & McCutcheon, 2024)
Scaling-up	(Wiig et al., 2024)
Sou-sou financing system	(Best et al., 2024)
Venture Capital Funding	(Wang et al., 2024)
2. Entrepreneurial Skills and Characteristics	
Achievements	(Alam et al., 2022)
Adaptive strategies	(Muh. Arif & Rahmad Solling Hamid, 2023; Wahyu Hati & Syarifah, 2023)
Attitudes Toward Behavior	(Naser & Al-Tit, 2023)
Autonomy	(Feng et al., 2023)
Confidence	(Revelation of the Heart & Syarifah, 2023)
Entrepreneurial Activities	(Feng et al., 2023)
Entrepreneurial Alertness	(Octavia et al., 2021)
Entrepreneurial Capacity	(Dsouza & Panakaje, 2023)
Entrepreneurial Characteristics	(Bahari et al., 2023; Nikmah et al., 2023)
Entrepreneurial expectations	(Lulaj et al., 2024)
Entrepreneurial Orientation	(NAA Abdelwahed et al., 2024; Alam et al., 2022; Galadanchi & Alkali, 2023; Loan et al., 2023; Yahaya & Nadarajah, 2023)
Entrepreneurial Passion	(Octavia et al., 2021)

Entrepreneurial Self-Efficiency	(Alzamel, 2024; Dsouza & Panakaje, 2023; Nikmah et al., 2023)
Entrepreneurial Skills	(Chaidi et al., 2022; Nikmah et al., 2023; Zapalska & McCutcheon, 2024)
Experienced Entrepreneurs	(Wang et al., 2024)
Flexibility	(Nilsson, 2024)
Goal-Oriented Entrepreneurs	(Zapalska & McCutcheon, 2024)
Motivated Entrepreneurs	(Zapalska & McCutcheon, 2024)
Self-Confidence	(Muh. Arif & Rahmad Solling Hamid, 2023)
Self-Motivation	(Adelia et al., 2024)
Women Entrepreneur's Characteristics	(Octavia et al., 2021)
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3. Business Environment and Support Systems:	
Awareness and Training	(Sharma, 2023)
Behavioral Intention	(Zapalska & McCutcheon, 2024)
Business Environment	(Alam et al., 2011; Dsouza & Panakaje, 2023; Galadanchi & Alkali, 2023; Loan et al., 2023; Muh. Arif & Rahmad Solling Hamid, 2023)
Business Opportunities	(Jiang & Huang, 2023)
Business Sustainability	(NS Rahayu et al., 2023)
Enabling Environment	(Amuda & Alabdulrahman, 2024)
Government Policies	(Feng et al., 2023; Galadanchi & Alkali, 2023; Loan et al., 2023)
Government Support	(Hadi Mousavi, 2020)
Support Systems and Mentorship	(Gafur & Islam, 2024)
Supporting Staff	(Khoo et al., 2024)
Supportive Ecosystem	(Zapalska & McCutcheon, 2024) (Sharma, 2023)
Traditional Business Barriers	(Alzamel, 2024)
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4. Digital and Technological Factors:	
Digital Competencies	(Khoo et al., 2024)
Digital entrepreneurship	(Din, 2023)
Digital experiences	(Ratten & Braga, 2024)
Digital infrastructure	(Zapalska & McCutcheon, 2024), (Loan et al., 2023), (Gercans, 2022)
Digital innovation	(N. Abdelwahed et al., 2022)
Digital knowledge	(Jiang & Huang, 2023)
Digital Marketing	(Loan et al., 2023), (Dsouza & Panakaje, 2023)
Digital self-employment	(Feng et al., 2023)

Digital technology self-efficacy	(Alzamel, 2024),(N. Abdelwahed et al., 2022)
Digital transformation	(Jiang & Huang, 2023)
Technological infrastructure	(Revelation of the Heart & Syarifah, 2023),(Laxmi & Gochhait, 2023)
Virtual networking	(Wiig et al., 2024)
Signaling quality	(Wang et al., 2024)
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5. Social and Cultural Factors:	
Barriers1	(Khoo et al., 2024),(Laxmi & Gochhait, 2023),(Fitri et al., 2023)
Demographic Factors	(Wang et al., 2024)
Gender Discrimination	(Revelation of the Heart & Syarifah, 2023),(Laxmi & Gochhait, 2023)
Social Capital	(Dsouza & Panakaje, 2023),(Loan et al., 2023)
Social Factors	(Gafur & Islam, 2024),(Yadav et al., 2024)
Structural Challenges	(NS Rahayu et al., 2023)
Support from Family and Society	(Gafur & Islam, 2024)
Women-Focused Networking groups	(Din, 2023)
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6. Market and Customer Orientation:	
Competitive Advantage	(Gafur & Islam, 2024)
Customer Orientation	(Hamiza Mohd Noor et al., 2023)
Customer Satisfaction	(Zapalska & McCutcheon, 2024)
Market Challenges	(Zapalska & McCutcheon, 2024)
Market Orientation	(Yahaya & Nadarajah, 2023),(Bahari et al., 2023),(Gafur & Islam, 2024),(Hamiza Mohd Noor et al., 2023)
Marketing Communication	(Adelia et al., 2024)
Marketing Performance	(Octavia et al., 2021),(Adelia et al., 2024)
Occupational Impact	(Gercans, 2022)
Opportunity Creation	(Wiig et al., 2024)
Product Development	(Zapalska & McCutcheon, 2024)
Product Quality	(Dsouza & Panakaje, 2023)
Promotions	(NS Rahayu et al., 2023)
Packaging	(Gafur & Islam, 2024)
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7. Psychological Factors:	
Need for Achievement	(Alam et al., 2022)
Emotional Intelligence	(Chaidi, Papoutsis, et al., 2022)
Perceived Behavioral Control	(Zapalska & McCutcheon, 2024)
Perception and Opportunities	(Amuda & Alabdulrahman, 2024)
Personal Experiences	(Kakeesh, 2024)

Personal Factors	(Chaidi, Papoutsis, et al., 2022), (Feng et al., 2023), (Gafur & Islam, 2024), (Wahyu Hati & Syarifah, 2023)
Psychological Factors	(Loan et al., 2023)
Resilience	(Kakeesh, 2024)
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8. Environmental and Socio-Economic Factors:	
Developing Economies	(Feng et al., 2023)
Economic Factors	(Yadav et al., 2024)
Economic Growth	(Alzamel, 2024)
Economic Prosperity	(Alzamel, 2024)
External Environmental, Competitive Factors	(Dsouza & Panakaje, 2023), (Loan et al., 2023), (Chaidi, Papoutsis, et al., 2022)
Environmental Support	(Yahaya & Nadarajah, 2023), (Gafur & Islam, 2024), (Rizvi & Ahmad, 2024)
Equal Opportunities	(Sharma, 2023), (Jiang & Huang, 2023)
Local Economies	(Zapalska & McCutcheon, 2024)
Low Socio-Economic Status	(Johnson & Mehta, 2024)
Natural Resources Conservation	(Zapalska & McCutcheon, 2024)
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9. Networking and Collaboration:	
Continuous Connectivity	(Din, 2023)
Co-creation	(Ratten & Braga, 2024)
Entrepreneurial Ecosystems	(Kakeesh, 2024)
Entrepreneurial Networks	(N. Abdelwahed et al., 2022)
Family Support	(Loan et al., 2023), (Muh. Arif & Rahmad Solling Hamid, 2023), (Revelation of the Heart & Syarifah, 2023)
Female Influencers	(Nilsson, 2024)
Improving collaboration processes with the buyer	(Gercans, 2022)
International Entrepreneurship	(Ratten & Braga, 2024)
Networking	(Kakeesh, 2024)
Relationships	(Nilsson, 2024)
Teamwork	(Gercans, 2022)
Women Entrepreneurship	(Hamiza Mohd Noor et al., 2023)
Sustainability	

10. Training and Development:	
Career Development	(Nilsson, 2024)
Education and Skill Development	(Sharma, 2023),(Gafur & Islam, 2024),(Revelation of the Heart & Syarifah, 2023)
Employee Performance	(Dsouza & Panakaje, 2023)
Employee Satisfaction	(Zapalska & McCutcheon, 2024)
Employee Skills	(Zapalska & McCutcheon, 2024)
Employees' Contribution	(Gercans, 2022)
Learning Orientation	(Yahaya & Nadarajah, 2023)
Mentorship	(Kakeesh, 2024)
Transforming Entrepreneurial Prospects	(Best et al., 2024)
Knowledge Sharing Practices	(Dsouza & Panakaje, 2023)
Treatment of Employees	(Gercans, 2022)
Digital training	(Khoo et al., 2024)
Insurance Literacy	(Rizvi & Ahmad, 2024)
Financial Management Literacy	(Sharma, 2023),(Gafur & Islam, 2024),(Rizvi & Ahmad, 2024),(Lulaj et al., 2024),
Financial Education	(Rizvi & Ahmad, 2024)

Source: Data processed

In table 4, based on the results of article searches via Scopus.com and Semantic Scholar, 126 items or indicators related to research regarding the success factors of women entrepreneurs in the digital era were found, and can be grouped into ten groups, as follows:

1. Finance: Access to financing, financial resources and adequate infrastructure is key. Challenges include fundraising and funding inequality, while sound financial capabilities and investor support drive business growth. Collective financing strategies and access to venture capital are also important.
2. Skills and Characteristics Success is influenced by entrepreneurial skills, adaptive strategies, self-confidence, and sensitivity to market opportunities. Characteristics such as creativity, perseverance, and multitasking abilities support business management and growth.
3. Business Environment and Support: A conducive environment, adequate training, supportive government policies, and support and guidance systems are essential. Overcoming gender discrimination and limited access to resources is key to success.
4. Technology and Digital: Digital competencies, digital entrepreneurial capabilities, technology infrastructure, digital innovation and digital marketing support business operations and open new opportunities. Digital transformation ensures business adaptation and continuity.

5. Social and Cultural: Social barriers such as gender discrimination and structural challenges as well as social capital, family support, and women-focused networking groups greatly influence success. Demographic factors also play an important role.
6. Market and Customer Orientation: Competitive advantage, customer orientation, effective marketing strategies and innovative product development are essential. Understanding and meeting customer needs increases satisfaction and business success.
7. Psychological Factors: The need for achievement, emotional intelligence, perceived behavioral control, and resilience motivate and support women entrepreneurs in facing challenges and achieving business goals.
8. Environment and Socio-Economics: Economic growth, access to capital, external environmental factors, environmental support, and a strong local economy influence success. Conservation of natural resources is also important for business sustainability.
9. Networking and Collaboration: Connectivity, co-creation, entrepreneurial networks, family support, and inspiration from successful figures drive innovation and expand market opportunities. Effective collaboration increases productivity.
10. Training and Development: Education, upskilling, mentorship, digital training, financial literacy, and good treatment of employees support business growth and sustainability.

The impact of digital transformation and the use of online platforms on women's MSMEs

Digital transformation and the use of online platforms have a significant impact on the success of women's MSMEs by expanding access to financing through crowdfunding and fintech, as well as increasing financial capabilities. Digitalization demands increased entrepreneurial skills and technological adaptation, while online platforms provide training, community support and policies that support technology adoption, helping to overcome gender discrimination. Digital competence and digital entrepreneurship enable the use of technological infrastructure, innovation and digital marketing, strengthening social capital and family support. Effective marketing strategies and innovative product development through digital platforms increase competitive advantage and customer satisfaction. Psychological factors such as emotional intelligence and resilience are strengthened through digital technology, while digital environmental support expands economic opportunities. The online platform also strengthens connectivity, collaboration and entrepreneurial networks, as well as providing training, mentorship and financial literacy, supporting the growth and sustainability of women's MSMEs in the digital era.

CONCLUSION

Based on article searches via Scopus.com and Semantic Scholar, 126 indicators were found related to the success factors of women entrepreneurs in the digital era, grouped into ten main groups, namely access to financing, entrepreneurial skills, a supportive business environment, digital and technological factors, and social, cultural and psychological factors, networking and collaboration, and training and development. Digital transformation and online platforms enable women's MSMEs to reach a wider market, access alternative financing, increase operational efficiency and innovate through the use of management

software, digital marketing and social media, as well as increasing competence through training programs. A more flexible working model helps balance work and family responsibilities. Although challenges such as the digital divide still exist, overall, digital transformation has had a major positive impact on the growth, innovation and competitiveness of women's MSMEs.

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