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# EXAMINING CHALLENGES AND SOLUTIONS FOR WOMEN ENTREPRENEUR: A LITERATURE REVIEW

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**Abstract -** Women entrepreneurs play a critical role in promoting innovation, economic growth, and job creation. However, they face significant challenges, including limited resources, cultural and societal barriers, legal and regulatory issues, and limited access to professional networks. The purpose of this study is to provide a thorough analysis of the problems, challenges, and success factors associated with women entrepreneurs. Relevant literature from scholarly databases, official documents, and international organizations was subjected to a qualitative content analysis. The systematic literature review (SLR) of women's empowerment publications published in different journals between 2016 and 2026. Significant barriers, such as gender-based discrimination and restricted access to financial resources, were identified in this study along with success factors including education, advancements in technology, and strong support systems. In order to foster an inclusive entrepreneurial climate, the research emphasizes the need for targeted regulations, funding, and mentorship programs. The result of this study can be as reference for policymakers, financial institutions, and business development organizations to design initiatives that support women entrepreneurs. The novelty of this study is a policy-action mapping, prioritizes a range of policy levers (such as targeted financing, mentorship programs, regulatory simplification, and training in digital skills) and links each one with evidence of probable impact.

**Keywords:** Challenges; Solutions; Women Entrepreneurs,

## 1. INTRODUCTION

In recent years, the world of entrepreneurship has been filled with female entrepreneurs who are known as womenpreneur. Women's entrepreneurship has become a critical pillar of inclusive economic growth, especially in developing economies where micro, small, and medium enterprises (MSMEs) absorb a large share of the labour force and contribute substantially to gross domestic product. In Bali, the prominence of women in sectors such as tourism, cultural industries, and community based enterprises places womenpreneurs at the heart of both economic development and social reproduction.

Female entrepreneurship is widely recognized as a critical driver of global economic growth, poverty reduction, and sustainable development. Over the past few years, particularly in the wake of the COVID-19 pandemic, research on women-led enterprises has surged. Recent literature from 2020 to 2026 highlights a complex ecosystem where women entrepreneurs navigate entrenched systemic obstacles while simultaneously leveraging emerging technological and structural opportunities. This review synthesizes current findings regarding the constraints, obstacles, opportunities, and proposed solutions for women entrepreneurs globally

Despite their crucial role, women entrepreneurs in Bali nevertheless have to deal with a number of obstacles stemming from gender conventions, restricted access to resources, and structural aspects of the travel and creative industries. At the same time, new initiatives have started to reframe these limitations as chances for creativity, empowerment, and resilience. These initiatives range from digital platforms and sustainable tourism projects to financial inclusion schemes and capacity-building programs. In order to place local data within larger Indonesian and international discussions on gender, entrepreneurship, and inclusive development, this literature review synthesizes empirical and conceptual work on barriers and enabling solutions for womenpreneurs in Bali.

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## 2. LITERATURE REVIEW

The term "womenpreneur" often denotes women who establish, possess, and oversee businesses, frequently within micro and small-scale sectors like retail, services, hospitality, and creative industries. In the Balinese environment, women entrepreneurs are often integrated into family-owned enterprises and community frameworks, managing concurrent duties as laborers, caregivers, cultural contributors, and participants in rituals. This embeddedness influences the options accessible to women and the limitations they encounter in resource control and decision-making (WEA, 2025; Pertiwi et al, 2024).

The literature identifies a multidimensional web of barriers hindering women entrepreneurs. These are generally categorized into financial, socio-cultural, and human-capital constraints. women often lack the physical collateral required by traditional banks, and when they do secure loans, they frequently face unfavourable interest rates and terms (World Bank, 2026). Studies show that microfinance loans intended for business growth are often diverted to household needs due to patriarchal structures (Lent, 2022). Institutionally, discriminatory family laws in various regions continue to limit women's financial independence and property rights, directly stalling enterprise growth (World Bank, 2026).. A lack of technological literacy, inadequate access to digital infrastructure, and exclusion from high-level business networks prevent many female entrepreneurs from scaling their businesses.

The post-pandemic shift to digital economies has democratized access to markets. Digital platforms and social media have provided women with the tools to operate home-based businesses, reducing overhead costs and mitigating the constraints of physical mobility. Furthermore, the integration of Artificial Intelligence (AI) is being explored as an avenue for entrepreneurial inclusion. Responsible AI implementation and digital interfaces can reduce barriers in the entrepreneurial ecosystem and foster new innovation pathways for female founders. From a gender and development standpoint, women's entrepreneurship is perceived not merely as an economic endeavour but also as a means of achieving more empowerment, which includes enhanced agency, negotiating power, and influence in both public and private domains. Scholars caution that entrepreneurship does not ensure empowerment if systemic inequalities, such as discriminatory norms, caregiving responsibilities, or gendered credit practices persist. In Bali, the intersection of customary law and cultural duties with contemporary market dynamics intimately associates the empowerment potential of entrepreneurship with women's ability to navigate, renegotiate, or modify these socio cultural frameworks (WEConnect International, 2024; Pertiwi et al., 2024.

There is a growing institutional push to move women from the periphery of local micro-trade into the centre of formal supply chains. Multinational corporations and national distributors are increasingly prioritizing diversity in their supply chains. This provides WSMEs with unparalleled opportunities to scale their ventures by connecting directly with high-value buyers (We-Fi, 2025).

According to Nziku and Henry (2020), "gender-neutral" policies often fail because they ignore the unique contexts of women. Solutions require targeted legal reforms, particularly revising discriminatory family and property laws that stunt female financial autonomy (World Bank, 2026). Additionally, governments are encouraged to implement gender-responsive public procurement policies—deliberately allocating a percentage of public contracts and government supply chains to women-owned firms. Cultivating exclusive female entrepreneurship networks and mentorship programs is vital to provide the social capital that women are historically excluded from (Lent, 2022).

## 3. METHODOLOGY

Previous papers on challenges and solutions faced by female entrepreneurs are analysed using the systematic literature review (SLR). Researchers can repeat or re-examined the search on the same or different issues thanks to the SLR methodology's methodical synthesis of existing material (Sanchez-Rebull, 2018). SLR is useful for managers and practitioners because it makes it easier to build a solid knowledge base by combining ideas from numerous studies. Determining the inquiry period, which runs from 2020 to 2026, is the first step. The study of sustainable tourism has begun, although it is limited to English-language publications. To find an appropriate representative sample of articles related to the paper's topic, a set of criteria for choosing keywords has been developed and incorporated into the search.

The standards for implementing SLR in the sphere of business management and administration were set by Tranfield et al. (2003) and Thorpe et al. (2005). SLR is helpful. both managers and practitioners since it aids in building a trustworthy knowledge base by gathering information from various studies. SLR is divided into five phases. In order to create a framework that covers challenges and solutions among female entrepreneurs, the first step entails conducting an investigation. Keywords, titles, abstracts, and paper keywords were all searched. Finding the relevant studies is the second step. Using citations as a stand-in for quality, the third step involves evaluating each article's applicability. To enable a more thorough investigation, a list of the most often mentioned works was obtained. To give an accurate analysis, a selection of the most pertinent and cited publications was made. Making a list of the main details found in the papers, such as the authors, the year of publication, the variables, and the technique, was the fourth step. Presenting the main findings of the SLR was the fifth step.

## 4. RESULTS AND DISCUSSION

### 4.1. Structural and Cultural Obstacles

4.1.1. Gender Norms and Social Expectations

“Invisible barriers” to women’s financial inclusion and entrepreneurial growth. These norms often define appropriate roles for women as primarily domestic caregivers and support workers rather than as autonomous business decision-makers, affecting how families, communities, and market actors perceive women’s ventures. In Indonesia, studies show that expectations around marriage, motherhood, and care work can constrain women’s mobility, time availability, and risk-taking, thereby limiting the scale and type of businesses they can pursue.

In Bali, customary practices and communal obligations, such as temple ceremonies, communities’ activities, and the cultural principle that generates dense networks of mutual support but also significant time and energy demands on women. For womenpreneurs, this dual positioning can produce a “double bind”: they are expected to contribute economically while simultaneously fulfilling intensive cultural and domestic responsibilities, often with limited recognition of their entrepreneurial identity. Consequently, cultural expectations can indirectly affect business continuity, innovation capacity, and opportunities to participate in training or networking events.

*4.1.2. Time Poverty and Care Burdens*

Time poverty defined as the chronic shortage of discretionary time due to overlapping responsibilities is widely recognized as a major barrier to women’s economic participation. Evidence from Indonesia suggests that women entrepreneurs disproportionately shoulder unpaid care work, including childcare, elder care, household management, and community obligations, which limits their ability to expand or formalize their businesses. For many womenpreneurs in Bali, care responsibilities are intertwined with ritual and community duties, further complicating efforts to reorganize time around business needs.

Studies on women-led enterprises underscore that when care burdens remain unaddressed, women may be pushed into low-margin, home-based activities that can be combined with domestic work but offer limited growth potential. This pattern not only constrains individual income trajectories but also reinforces a gendered segmentation of the local economy, where women's businesses are concentrated in less profitable sectors and remain vulnerable to shocks.

*4.1.3. Financial and Market Constraints*

a. Limited Access to Finance

Constraints in accessing formal finance are recurrently highlighted in research on women entrepreneurs across developing economies. Gender bias in credit assessment, lack of collateral, smaller loan sizes, and restrictive product design can all limit women's ability to obtain capital, particularly for growth-oriented investments. Indonesian evidence indicates that women-owned enterprises tend to receive smaller loans and face stricter requirements than male-owned enterprises, even when operating in comparable sectors (Rukmiyati et al., 2024).

In Bali, the predominance of micro and ultra-micro women-led businesses means that many women rely on informal savings groups, family loans, or rotating credit systems rather than formal banking channels. Recent initiatives such as the government-backed Ultra Micro Financing (UMi) program and targeted training activities in Bali have sought to bridge these gaps by providing tailored financial products and capacity-building for women entrepreneurs. However, the literature suggests that financial inclusion efforts must also address underlying gender norms and institutional biases to be genuinely transformative

b. Market Access and Networking

Beyond finance, womenpreneurs often face barriers to accessing markets and networks that can support business growth. Limited mobility, restricted participation in mixed-gender spaces, and lower exposure to digital tools can constrain women's ability to reach new customers, negotiate with suppliers, or collaborate with other entrepreneurs. In Bali's tourism-dependent economy, these constraints are particularly consequential, as market access frequently hinges on visibility to tourists, linkages with tour operators, and participation in destination-level value chains (Widiastini et al., 2025; Joana et al., 2025)

Empirical studies of women entrepreneurs in Bali indicate that challenges in expanding networks and markets remain central concerns. At the same time, research on the role of social media in Bali's tourism sector reveals that many female entrepreneurs increasingly use digital platforms to promote their businesses, with survey data showing high levels of social media utilization among women in tourism-related enterprises. These findings suggest a dynamic interplay between structural constraints and emerging digital opportunities for market access (Joana et al., 2025; Pertiwi et al., 2024).

*4.1.4. Contextual Obstacles in Bali's Tourism and Creative Economy*

Bali's economy is heavily dependent on tourism, and women are often concentrated in tourism-adjacent activities such as homestays, culinary ventures, handicrafts, wellness services, and community-based tourism initiatives. This positioning exposes womenpreneurs to sector-specific vulnerabilities, including demand fluctuations due to external shocks, high competition, and pressure to meet rapidly evolving market preferences. Studies of tourism villages in Bali highlight problems such as low product quality, limited marketing capacity, and competition from imported goods, which can undermine local entrepreneurs' ability to capture value from tourism flows (Widiastini et al., 2025).

At the same time, the sustainability agenda in tourism has opened new niches where women's roles as cultural custodians and community organizers can be leveraged for inclusive development. Initiatives emphasizing authentic experiences, community participation, and environmental stewardship often rely on women's knowledge and labour, but the literature notes that these contributions are not always translated into formal recognition, fair compensation, or leadership opportunities. Thus, while tourism and creative industries generate avenues for women's entrepreneurship, they also reproduce or reconfigure existing gendered hierarchies.

*4.1.5. Enabling Factors and Emerging Opportunities*

4.1.5.1. Individual Capabilities and Psychosocial Resources

Several studies identify individual-level factors—such as innovation, creativity, self-efficacy, and motivation—as key determinants of womenpreneurs' success. Research on Balinese women entrepreneurs indicates that those who actively pursue product innovation, adopt new marketing strategies, and maintain strong self-belief tend to achieve better business outcomes. Work–life balance, supported by family members and community networks, also emerges as a critical factor allowing women to sustain entrepreneurial engagement alongside domestic and cultural responsibilities (Pertiwi et al, 2024). Psychosocial resources such as confidence, resilience, and adaptive coping strategies help women navigate the uncertainties of entrepreneurship and the constraints imposed by gender norms and structural barriers. Training programs that combine technical skills with leadership development and confidence-building exercises have shown promise in strengthening these capabilities among women entrepreneurs in Indonesia. Such interventions align with broader empowerment frameworks that emphasize both individual agency and collective action.

*4.1.6. Supportive Ecosystems and Policy Interventions*

At the ecosystem level, initiatives led by governments, development agencies, and civil society actors play a significant role in transforming constraints into opportunities. In Bali, targeted training and networking events—such as programs focused on expanding market access for women entrepreneurs—have provided platforms for skills development, mentoring, and exposure to new markets. These programs often combine training on financial literacy, digital marketing, and export readiness with opportunities to build peer networks and connect with institutional partners.

Broader policy frameworks on financial inclusion and gender equality emphasize the need for "gender-smart" approaches that address biases in institutional practices and product design. Recommendations from recent studies include diversifying financing options, redesigning credit assessment processes to recognize alternative forms of collateral, and integrating care-support measures such as subsidized childcare or flexible training schedules into entrepreneurship support schemes. For Bali, these insights suggest that effective support for womenpreneurs requires coordination across tourism, finance, social protection, and gender policy domains.

*4.1.7. Digitalization, Social Media, and Innovation*

Digital technologies, particularly social media, have emerged as critical tools for womenpreneurs seeking to overcome geographic and social constraints on market access. A survey of female entrepreneurs in Bali's tourism sector reports that a large majority regularly use social media to promote their businesses and engage with customers, indicating a strong uptake of digital marketing channels. Social media platforms enable women to present their products directly to domestic and international audiences, experiment with branding, and receive real-time feedback without relying solely on traditional intermediaries (Joana et al., 2025).

However, digital opportunities are not equally accessible to all women entrepreneurs. Differential access to devices, skills, and digital literacy, as well as platform-specific algorithms and content norms, can reproduce existing inequalities. The literature thus emphasizes the importance of inclusive digital training and support that takes into account women’s time constraints, language preferences, and varying levels of education. In Bali, integrating digital skill-building into tourism and creative economy programs offers a promising avenue for enhancing womenpreneurs’ visibility, competitiveness, and capacity to innovate

Women have the opportunity to benefit from the information technology revolution. The use of new information and communication technologies, such as the internet, is one of the most important ways to reach global markets. Women owners of small and medium enterprises (SMEs) can now use computers to exchange information about supply and demand, market prices, microcredit, and to market traditional crafts. Information and communication technologies can also promote important social goals, enabling women and families in remote areas to receive essential health and education services that they might not have received before. The internet has proven to be a powerful tool for competing in local markets, as well as in global markets. Research shows that small businesses using the internet have grown 46 percent faster than those without it (Coughlin & Thomas, 2002).

*4.1.8. Global Trade and the Empowerment of Women Entrepreneurs*

Trade policies and agreements, by promoting economic development, can play a crucial role in increasing opportunities and empowering women worldwide. A clear lesson from recent decades is that participation in trade and the global economy helps developing countries. Open trade encourages exports by making products more competitive and affordable and leads to new, better-paying jobs. It also creates equal opportunities, especially for small and medium-sized enterprises that might otherwise be unable to sell to export markets. Trade can also play a crucial role in women's empowerment. Trade policies can create new business opportunities.

Entrepreneurial intention is defined as a state of mind that ultimately arouses an individual's desire to develop a new business concept and pursue a career in entrepreneurship. Entrepreneurial intention plays a crucial role in any decision to start a business. Intention is a direct antecedent of actual behaviour, meaning the stronger the intention to behave, the greater the actual realization of the behaviour (Hikkerovaa et al., 2016). Entrepreneurial intention is defined as a state of mind that drives someone to form a new business concept and pursue a career in entrepreneurship.

4.2. **Constraints Faced by Female Entrepreneurs**

Inhibiting factors and challenges faced by women entrepreneurs include limited human resources and product marketing constraints. Most small-scale entrepreneurs prioritize production but lack the ability to utilize marketing functions, particularly in terms of market information and market networks. Consumers' distrust of the quality of small-scale industry products also hinders their development. Furthermore, capital constraints for small-scale industries that rely solely on their own capital result in relatively small capital requirements. The following are several important factors influencing women's intention to become entrepreneurs:

**1. Hesitation to start**

Hesitation about starting a business can be the biggest challenge for women entering the world of entrepreneurship. Various factors, such as capital, ideas, workmanship, and so on, can contribute to this hesitation. Women can consult with colleagues who have already started. home business, practical education or skills training that can be used for business.

**2. The business idea is not potential**

Women who plan to start a business often delay because they feel their business idea lacks the potential for success. The potential of a business can be determined by conducting research or by trying it out and evaluating the results. Business ideas can be developed by seeking inspiration from trends and combining them with other ideas derived from a sensitivity to the surrounding environment.

**3. The role of women as housewives**

The next challenge faced by women who want to enter the world of entrepreneurship is juggling their roles as wives, mothers, and entrepreneurs. Women have an advantage of multitasking, where women can do several things simultaneously. This multitasking ability can be a strength for women in running a business.

**4. Limited knowledge in starting and managing a business**

Lack of business knowledge is a significant challenge for women starting a business. An entrepreneur should understand the various aspects of their business, including production, maintenance, and business development, management, and so on. Women who intend to start a business can seek out training on how to start and manage a successful business. During the process, they will gain a better understanding of the business's development process, which can help them identify unique product characteristics and develop their business.

### *4.3. Turning Constraints into Opportunities*

*4.3.1. Home Entrepreneurship*

Many female entrepreneurs start their businesses on a small scale or what is often called a “home business”. Home industry which is part of MSMEs has been recognized as a fundamental driver for creating, running and developing businesses, which has a significant impact on the economic growth of a country (Chhabraet al., 2020). MSMEs have several potential strengths, namely providing employment, proven to support the growth and development of new entrepreneurs, having a unique market business segment, implementing simple and flexible management to market changes, utilizing surrounding natural resources, many small industries recycle waste or used goods from large industries, and have the potential to grow. Various development efforts that have been implemented have shown results that illustrate that small industries are capable of further development and are able to develop other related sectors.

Across the literature, a recurring theme is that constraints facing womenpreneur, such as gendered norms, financial exclusion, time poverty, and limited networks can become catalysts for innovation and collective action when addressed through context-sensitive strategies. For instance, women who reorganize household responsibilities, mobilize support from family members, or form cooperative groups may gain greater control over their time and resources, enabling them to engage more fully in entrepreneurial activities. Similarly, community-based tourism initiatives that recognize and remunerate women’s cultural and care work can transform previously unpaid labour into valued economic contributions

From a policy and program perspective, interventions that simultaneously tackle multiple barriers appear to be more effective than those focusing solely on individual behaviour change. Combining access to finance with mentoring, market linkages, and gender norm transformation, such as engaging men, community leaders, and institutions creates an enabling environment in which women entrepreneurs can experiment, grow, and assume leadership roles. In Bali, where women’s entrepreneurship is deeply intertwined with tourism, culture, and community life, such holistic approaches are particularly salient.

**4.3.** Business Strategy for Women Entrepreneurs

Aspiring female entrepreneurs must create short-term goals so they can help overcome short-term failures. There are seven steps in effective business goal setting, i.e. identify the goal, set a deadline for achievement, make a list of obstacles that must be overcome in achieving the goal, identify the people and groups needed to collaborate in achieving goals, make a list of the

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knowledge and skills needed to achieve purpose. What is needed in increasing knowledge and skills. develop an action plan to achieve the goals, and write down the benefits of achieving the goal. Goals need to be evaluated periodically to ensure that they have been achieved. achieved, are there any obstacles in achieving the goal, solutions to obstacles goal achievement.

Evaluation strategies can be made easier by creating a twelve-part metrics scheme for analyzing entry, monitoring, and evaluation strategies to support women entrepreneurs. Each metric is categorized into one of four areas: program, policy, climate, and competitiveness (Coughlin and Thomas, 2002).

| | |
|---|---|
| **Program**<br>1. Level of education and women's training<br>2. Existing Programs that Support Entrepreneurs Women.<br>3.Women's involvement entrepreneurs in the program designed for them | Policy<br>1. Women's participation in economic activity<br>2. Economic and political analysis<br>3. The level of feminization of poverty |
| **Climate**<br>1. Public perception of female entrepreneurs<br>2. Participation and support by the private sector<br>3. Impact of Globalization | **Competitiveness**<br>1. Adoption of technology<br>2.Women's access to credit<br>3. Strategic investments by women entrepreneurs |

**Figure 1.** Twelve-Part Scheme for Evaluating the Environment for Women's Entrepreneurship (Coughlin and Thomas, 2002)

Education faces the challenge of preparing more girls for entrepreneurship, namely increasing girls' participation in business preparation programs at all levels of the education system, both secondary and tertiary. Associations formed by women to access markets provide support, mentoring, training, and opportunities for women entrepreneurs to begin networking with government, procurement officials, and buyers. Policymakers and decision-makers should consider how the government removes legal and regulatory barriers for women entrepreneurs, how the government can encourage conducive regulations, including tax systems, and what steps can be taken by the government and international institutions to strengthen women entrepreneurs' associations. Involvement of women entrepreneurs in programs designed for women. The failure to maximize the effectiveness of policies or programs designed for women is due to women's exclusion from the policy-making process. Women's involvement is also expected to be able to evaluate the women's entrepreneurial environment in their region. An entrepreneurial ecosystem can be formed through institutions that are a series of government and other institutions responsible for design and implementation MSME policy (Erastus et al., 2014). A person who tends to have more support from the entrepreneurial ecosystem is highly motivated and can increasing entrepreneurial intentions. An entrepreneurial ecosystem can increase the number of women with entrepreneurial potential. Entrepreneurial potential is defined as individuals who are eligible to become entrepreneurs but are unwilling to act. Women with high entrepreneurial potential have the intention to become an entrepreneur. Entrepreneurial potential is measured through the constructs of optimism, cognition, and entrepreneurial intensity (Krueger, 2015).

MSMEs often complain about the imposition of regulations and administrative burdens on their businesses. These complaints concern the disproportionate amount of time and expense small businesses incur on administrative matters compared to larger companies, which can afford higher operating costs due to higher revenues and larger workforces. Several environmental factors in a region should be part of the relevant analysis in economic and political analysis, such as macroeconomic stability, inflation rate, increasing savings, bureaucratic stability, government regulations, and incentives for companies willing to. The prevalence of women among underprivileged communities is a result of gender bias.

Women entrepreneurs do not receive the attention they deserve from national and local authorities, educational institutions, the business and financial world, or the media. The problem that women entrepreneurs often face is access to involvement in contracts. Globalization is a crucial aspect of business in our lives today. How women entrepreneurs respond to the global economy is one of the biggest challenges, especially considering the importance of analyzing the specific effects of globalization in the areas where they plan to do business. While the flexibility of MSMEs provides advantages in adapting to market evolution, market access remains problematic in a competitive environment that is not always favourable to them. Furthermore, internationalized MSMEs often face trade and investment barriers, particularly in developing countries, such as tariffs and customs regulations.

Technology and the information revolution are radically changing the way small businesses do business. Technology plays a crucial role in all aspects of competitiveness, products, production techniques, management methods, company organization, and employee training. Women entrepreneurs are often less prepared and have different business backgrounds than their male counterparts. MSMEs generally face a number of challenges, including a lack of time, experience, and skilled employees to analyze the vast amount of information available in the market.

Women entrepreneurs should assess the financial and credit environment in their areas of operation. Factors to consider when assessing the credit environment include barriers to women's participation in the credit system and differences between formal and informal credit methods. The majority of women establish very small businesses in the service and retail sectors, which represent less developed sectors and operate largely in local markets. Furthermore, in many countries, firms operating in the trade sector tend to have significantly lower survival rates. Women enter the labour market later than men, in a limited range of professions, and therefore often have less professional experience than men, particularly in management and supervision. Several studies have found that men and women use different strategies and structures different organizations in managing business companies (Hechavarriaet al.,2018; Said et al., 2014).

The competitiveness of women entrepreneurs depends on regularly updated strategies and tangible and intangible investments. Tangible (tangible) investments refer to expenditures or efforts to acquire technologically appropriate equipment. Intangible investments include research and development capacity and the ability to collaborate with research institutions, staff training, the quality of the business organization, the ability to obtain information on technological, commercial, and competitive developments, and the ability to use software effectively. Investment alone is insufficient if small businesses cannot also demonstrate strategic capabilities. Specifically, small businesses must demonstrate flexibility to seize market opportunities and adapt quickly to changing demand and innovation, which are critical factors in business competition.

## 5. CONCLUSION

### *Conclusion*

Female entrepreneurs are essential to economic development; however, they encounter considerable obstacles that impede their success. By mitigating financial obstacles, societal constraints, and regulatory challenges while improving access to education, technology, and mentorship, a more inclusive and sustainable entrepreneurial ecosystem can be established. Governments, financial institutions, and business development organizations must cooperate to establish policies that promote women entrepreneurs, guaranteeing equal opportunities and resources.

Furthermore, cultivating a mentorship culture, offering customized financial programs, and utilizing technological innovations will enable women entrepreneurs to succeed in competitive markets. Subsequent research ought to investigate sector-specific obstacles and regional inequalities to formulate more precise solutions. Through persistent endeavours, women entrepreneurs can propel sustainable economic growth and innovation, benefiting global societies.

***Suggestion***

The reviewed literature underscores that womenpreneurs in Bali operate at the intersection of economic, cultural, and gendered structures, navigating unique combinations of constraints and opportunities. While existing studies shed light on key obstacles, such as gender norms, financial exclusion, time poverty and highlight promising solutions in areas like training, digitalization, and gender-responsive policy, several gaps remain. First, more systematic and longitudinal research is needed to assess how interventions affect women's empowerment outcomes over time, including changes in agency, intra-household bargaining, and community leadership. Second, there is limited qualitative work that centres womenpreneurs' own narratives about how they reinterpret cultural obligations and reconfigure social relationships through entrepreneurship. Third, the intersectional dimensions of women's entrepreneurship in Bali, such as differences based on class, ethnicity, location (rural versus urban), and sectoral positioning. Finally, the impacts of emerging challenges, including climate risks, digital platform vulnerabilities, and evolving tourism trends, on women-led enterprises need to be better understood to inform adaptive, resilient strategies. Addressing these gaps can deepen our understanding of how constraints can be transformed into opportunities, and how womenpreneurs.

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