

The steps 1–3 are rather generally applicable allowing many types of analytical focuses. The step 4 can be used in deductive analysis, and in abductive analysis. The steps 5–7 are typical for abductive analysis deriving from Timmermans & Tavory 2012).

**Table S1:** Seven step abductive analysis method applied in the present paper.

General steps in analysis	Application
1. Choosing the topic of the research	Motivation to write a paper on women-led social innovation
2. Choosing case(s)	We selected four case studies geographical and cultural diversity criteria
3. Choosing the specific focus of the case studies	We wanted to examine impacts of women-led social innovation to ease the challenges of marginalized rural women. This was done via empirical questions for case study authors on 1) existing challenges, 2) the social innovation, 3) impacts of social innovation
4. Choosing theories that can help to explain chosen focus	The preliminary analysis revealed firstly, that the impacts of women-led social innovations could not be categorised as incremental, institutional or disruptive (see de Bruin & Stangl 2013), but simultaneously linking to all the three dimensions. Second finding was the relevance of cyclical processes and interplay between change and persistence of structural challenges and social innovations. Therefore, we selected the heuristics of adaptive cycle (Gunderson & Holling 2002), which has been applied also to examine social innovation (Biggs et al. 2010; Moore et al. 2012), to inform our conceptual developments.
5. Iterative dialogue between data and amalgam of existing and new conceptualizations	We read the chosen literature, and data in parallel and made iterative efforts to conceptualise findings from the empirical cases by pushing the data against chosen literatures (e.g. adaptive cycle).
6. Set of assumptions by which the previous theories could be revised and narrowed in the light of empirical results.	We arranged the data following loosely the adaptive cycle framework, pinpointed issues that did not fit to adaptive cycle, and relabelled and invented new theoretical concepts that fitted to overall logic of adaptive cycle, but were specifically tuned towards social innovation and women's empowerment.
7. Renewed and narrowed concepts, theories	We propose "Reconstructive social innovation cycle" as novel heuristics that can help to understand women-led social innovation combining incremental, institutional and disruptive types of impacts.