



Article

Trends and Evolution of Research on Women's Entrepreneurship and Communication in the Scientific Literature

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Abstract: In the last decade, there have been an increasing number of studies on female entrepreneurship and its relationship with communication activity. However, as a worldwide current issue, there are no records in the scientific literature in which a bibliometric analysis has been performed in this field. This article aims to fill this gap by reviewing the present situation of research production and analyzing its evolution and trends. To this end, a systematic review of the existing literature is carried out, as well as the bibliometric analysis of the 1356 records found in the Scopus database and the analysis of bibliometric networks referring to authorship, citation, keywords and main affiliations of researchers with VOSviewer software. Among the results, it is worth noting the close correlation between advances in communication strategies on behalf of women entrepreneurs, mainly related to the digitization of processes and the reduction of gender disparities. Thus, there is a need to raise awareness of the importance of communication in business management and to promote training activities that encourage greater interaction between women entrepreneurs and their stakeholders.

Keywords: female entrepreneurship; communication; Sustainable Development Goals; bibliometric analysis



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1. Introduction

Scientific production in the field of entrepreneurship is widespread worldwide, and in last decades, there has been a remarkable growth in terms of publications in scientific journals, congresses and other specialized events, as well as in the academic field (García and Andrade 2022). Over time, studies on entrepreneurship have become increasingly diversified, with a notable growth in recent years in the number of studies on the entrepreneurial spirit of minorities or specific groups (Sampaio et al. 2022), particularly women as promoters of entrepreneurial activity (Iglesias-Sánchez Patricia and Jambrino 2018). Authors stand up for the role of women entrepreneurs as an economic force, not only because they are considered beneficiaries of Sustainable Development Goals established in the 2030 Agenda of the United Nations (United Nations Statistics Division (UNSD) 2022), but also as agents of positive change for the achievement of such goals (Tovmasyan 2022; Mazhar et al. 2022; Aramand 2012).

However, despite evident progress in recent years, in the job market, gender inequality and women's marginal position in the entrepreneurial balance is still a reality (Güney-Frahm 2018), which has been aggravated by the pandemic period resulting from the spread of the coronavirus (Global Entrepreneurship Research Association 2021). Women are gaining power positions, but there is still a long way to achieve business parity in the world. (United Nations Statistics Division (UNSD) 2022). This is reflected in the scientific literature that has been disseminated in this regard, which is still insufficient for researchers in the field (Williams et al. 2020; Güney-Frahm 2018).

Adding the concept of "female entrepreneurship" to that of "communication" in analyzed studies, the number of scientific publications is even further reduced, being a field

that has little developed in research (Williams et al. 2020; Jose 2018; Olsson and Bernhard 2021), despite the relevance evidenced in the published works. From different points of view, authors underline the importance of the communicative activity in the promotion of female empowerment (Williams et al. 2020; Tovmasyan 2022; Mazhar et al. 2022; Guo et al. 2021; González-Ros 2021): to give a voice to women entrepreneurs, make them visible in the public space and reduce social inequality; foster their entrepreneurial spirit by sharing testimonies and experiences, eliminate obstacles to accessibility and enhance their business outreach; to promote their growth and improve their brand image, survival and market positioning, among many other aspects.

As a prominent element of communication, improving the use of information and communication technologies (ICTs), is key to ensuring women's full and effective participation and equal opportunities for leadership, as stated in Objective 5 of the Sustainable Development Goals (United Nations Statistics Division (UNSD) 2022). This assertion is validated by the scientific community (Olsson and Bernhard 2021), and authors find in ICTs a solution to promote women's participation in the business sector (Tanti et al. 2021). This is especially true in certain geographic areas or zones, such as rural areas, where the establishment of information and communication technologies is less used (Ebrahimi et al. 2022; Maksimović et al. 2019; Sánchez and Sánchez 2017). Though there are also significant differences depending on the business sector in question, several authors determined that the implementation of integrated, well-planned communication, in which messages are combined with a specific strategy, is still scarce and incipient in women's enterprises (González-Ros 2021).

Business innovation by betting on the digitalization of communication, with special attention to social media, is one of the alternatives proposed as the most attractive in the research analyzed (Olsson and Bernhard 2021; González-Ros 2021). For this reason, formative actions oriented to aspects, such as innovation and knowledge management or the acquisition of digital competences and skills, are essential (Mazhar et al. 2022; Ebrahimi et al. 2022; Olsson and Bernhard 2021). In addition, institutional support is essential to address the gender gap in business growth (Wang et al. 2019; Tanti et al. 2021).

The relevance of bibliometric analysis as a methodological tool in studies on evolution and trends in a given field of study for its better understanding and, therefore, accessibility has become evident over the last few years (Blažun Vošner et al. 2017; Ellegaard 2018; Huang and Liu 2019; Ülker et al. 2022). This type of research is suitable for descriptive and conceptual network analysis and allows for the processing of a large number of records over a period of time (Phoong et al. 2022). In the last decade, not only have the number of research studies on these analysis models grown and the fields where they have been carried out have diversified, but there has also been a progress in the resources used for them, and they are increasingly in demand both in the academic and professional spheres (Ellegaard and Wallin 2015; Phoong et al. 2022).

As far as bibliometric studies are concerned, there have been some outstanding works that evaluate aspects related to sustainable entrepreneurship (Sánchez et al. 2021; Moya-Clemente et al. 2021), although there are no bibliometric articles that describe in depth the scientific production on women's entrepreneurship and communication, its evolution and current research trends.

The objectives of this article are as follows:

1. To analyze the main lines of research in the scientific literature on female entrepreneurship and communication.
2. To offer a summary of the research activity on female entrepreneurship and communication in terms of volume of work, evolution over time and trends.

3. Identify and graphically represent the most prevalent topics in scientific publications, as well as the most influential authors in the international scene, their main affiliations and how they are interrelated.
4. Detect geographic areas where the greatest production is generated and those quality scientific journals that contain the greatest number of publications on the subject under study.

After the introduction of the work carried out, the following pages outline the resources and methods used to reach the research results that respond to the stated objectives. The article concludes with the Discussion and Conclusion Sections that bring this work to a close.

2. Materials and Methods

As a methodological process, first, a systematic review of the international scientific literature published on entrepreneurship and communication is carried out. For this purpose, a search is performed in Elsevier's Scopus databases, as the largest database of abstracts and citations (Kitchenham and Charters 2007) and the Core Collection of Web of Science (WoS) of Thomson Reuters, considered an accurate, reliable and reference source for scientific analysis (Ramírez et al. 2017; Martínez et al. 2015). From this first search, from which nearly 6000 records were obtained, different annotations were made to outline the research and achieve more precise results.

Finally, as shown in the flowchart in Figure 1 only articles published in scientific journals were selected for the study and the research focused on the relationship between female entrepreneurship and communication, in accordance with the objectives set. In this way, 1363 articles (not duplicated in the databases referred to) were obtained and worked on. Of these, 1356 were collected in Scopus and were the ones analyzed with the VOSviewer software, as a methodological tool for the elaboration of bibliometric maps that facilitate the global understanding of the semantic and conceptual structure of the research field. (Gálvez 2016).

From the analysis of bibliometric networks with VOSviewer, visual representations on female entrepreneurship and communication are extracted regarding the following: the most influential authors and co-authorship, co-citation, prevalent topics according to the keywords chosen by researchers, geographic areas where most production is generated, as well as entities that offer the greatest support to the studies (van Eck and Waltman 2010; Sanchez-Nunez et al. 2020).

The described methodological design provides the scientific community with a form of quantitative and visual representation of the most widespread research topics and growing trends and can be extrapolated to other fields of scientific application (de las Heras-Pedrosa et al. 2022; Bao et al. 2023). The possibility offered by the VOSviewer software to specify the arrangement of the records in the network and the reticular clusters, as well as to select the words to be analyzed (Sanchez-Nunez et al. 2020)—avoiding duplications or those terms that are not significant for the study, for example—are some of the advantages of this tool.

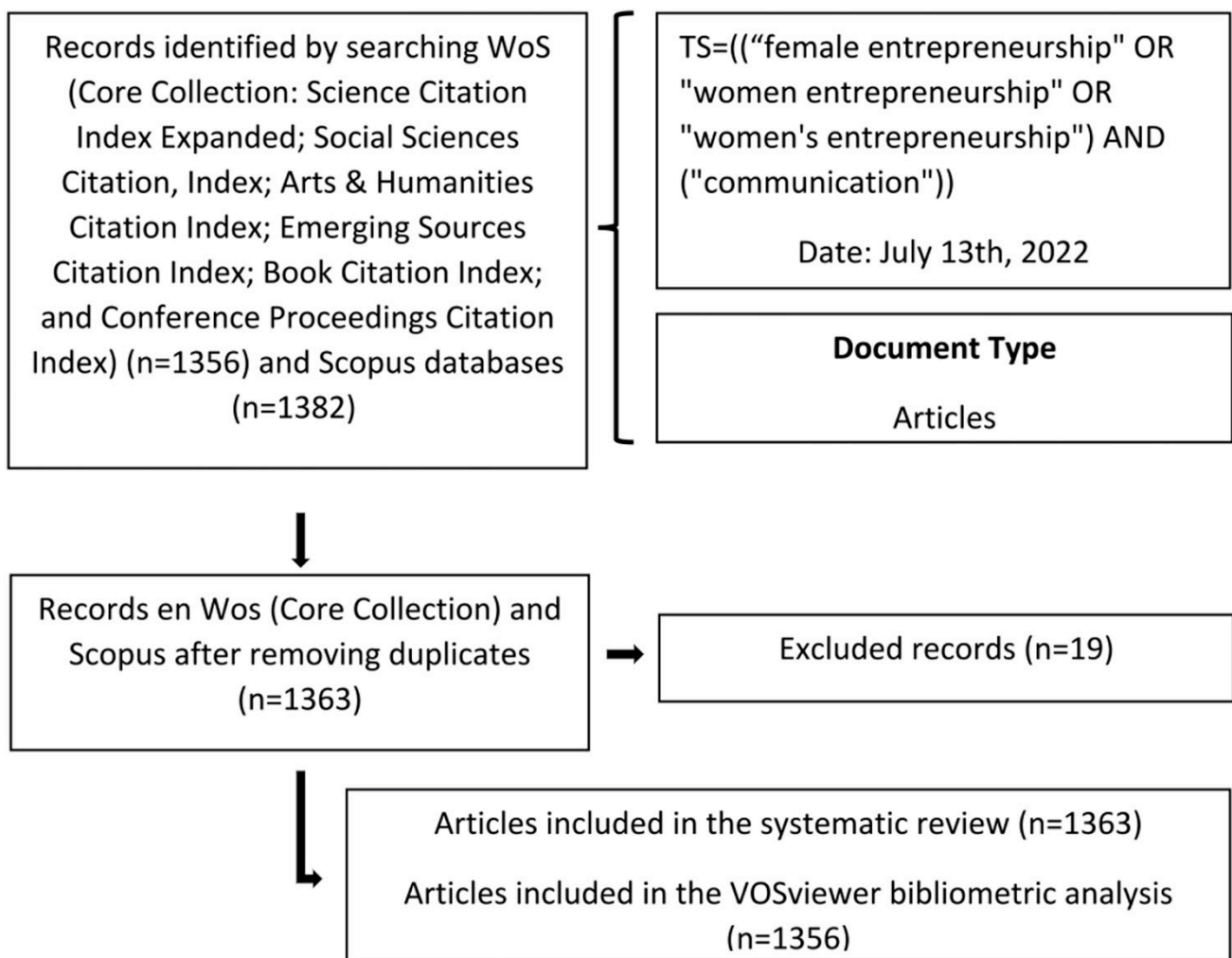


Figure 1. Flowchart of the bibliographic search and selection process.

3. Results

From the analysis of the articles found on women’s entrepreneurship and communication in the Scopus database, the results obtained include a notable increase in the number of records published in the last decade. Figure 2 shows the evolution curve of the documents’ spread, which is especially pronounced and approaching the ordinate axis in the last five years.

It was not until 2010 that a significant commitment was made to research on this subject. The year 2021 is the one of greatest scientific production (with 302 articles published out of a total of 1356), although it is expected that the curve will continue to rise in the current year based on the data obtained to date (220 articles up to July).

The recent career of published papers in terms of volume is comparable to the number of citations obtained: a total of 17,434, of which 4263 corresponded to the year 2021 (Figure 3). However, the citation curve is drawn with a smoother line since it began in 2008. It is also expected to continue to rise in 2022, based on the data obtained so far.

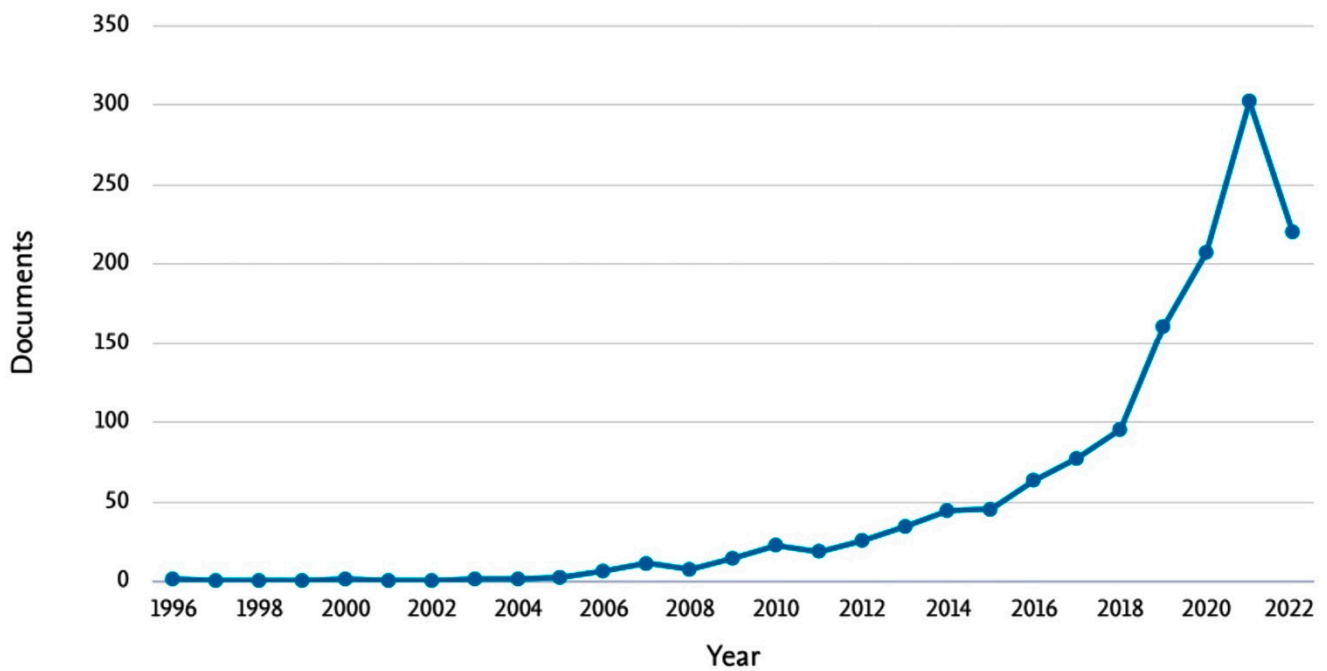


Figure 2. Documents by year.

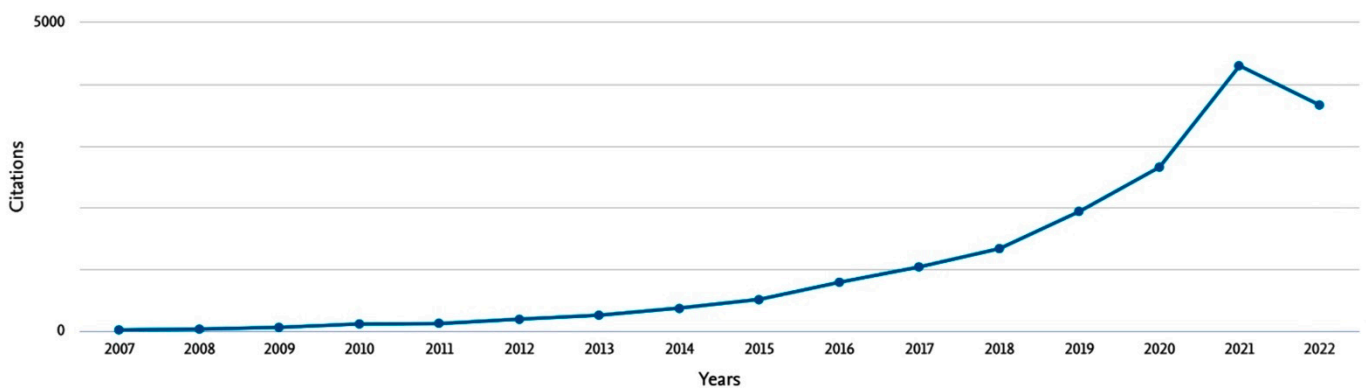


Figure 3. Citations by year.

With these data, the citation report shown in Table 1 is obtained. The 1356 articles analyzed have a total of 17,434 citations (an average of 12.86 citations per article) and an H-Index of 61.

Table 1. Citation report.

Citation Report	
Publications	1356
Times cited	17,434
Citation average per item	12.86
H-Index	61

Figure 4 shows the distribution of articles by the main areas of knowledge in which the Scopus database classifies its records. In this case, the most important category of the selected papers is *Business, Management and Accounting*. A total of 850 articles correspond to this area of study, followed by *Social Sciences* (575 records); *Economics, Econometrics and Finance* (383); *Arts and Humanities* (89); *Computer Science* (88); *Environmental Science* (80);

Engineering (68); *Psychology* (61); *Energy* (54) and *Decision Sciences* (52), followed by other categories in which less than 50 documents are included for each one.

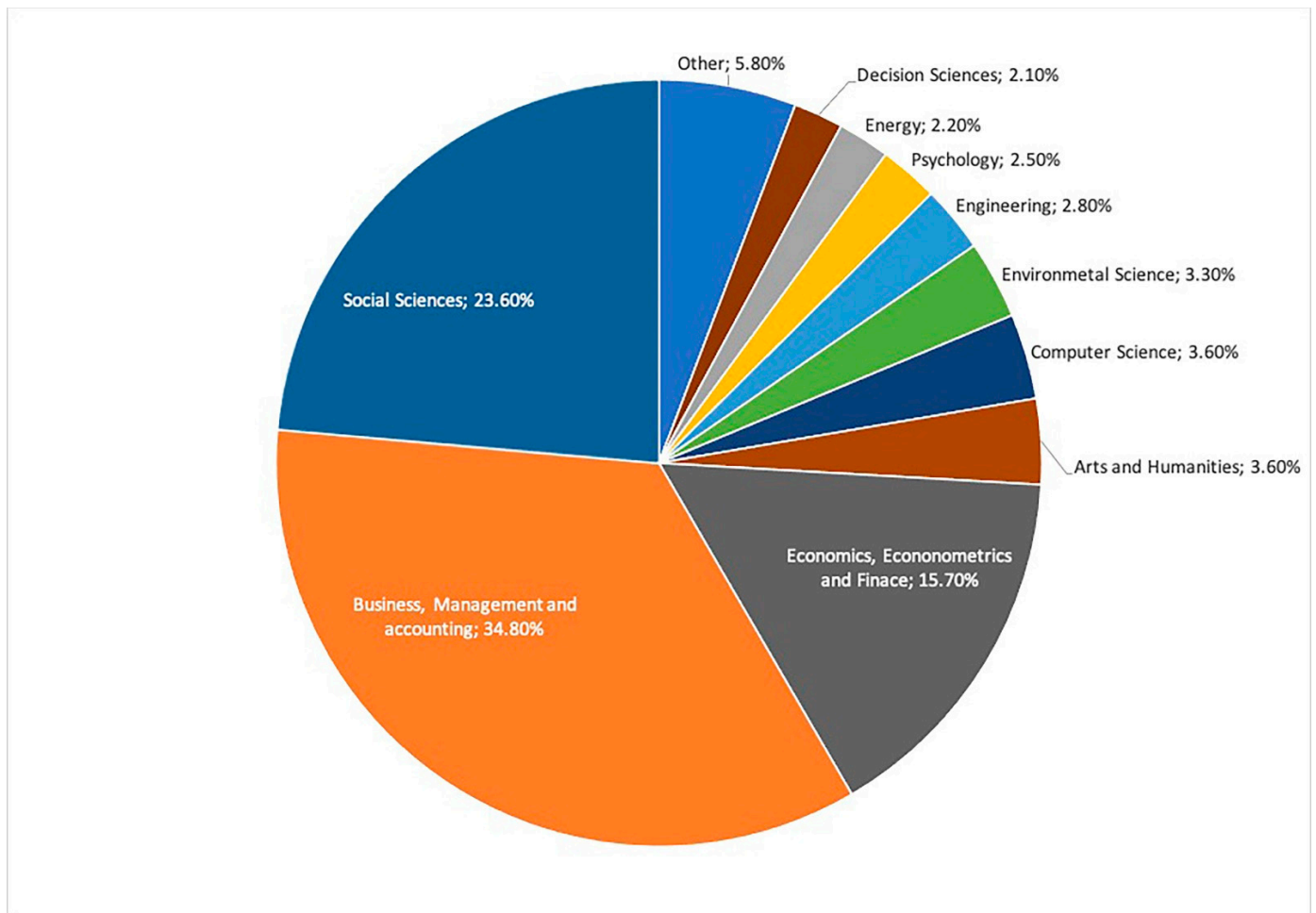


Figure 4. Subject areas.

The research has been spread through quality scientific journals. Figure 5 shows those in which more than 20 articles on the subject have been published: *International Journal of Gender and Entrepreneurship*, *Sustainability Switzerland*, *Gender in Management*, *International Journal of Entrepreneurial Behaviour and Research*, *International Journal of Entrepreneurship and Small Business*, *Journal of Enterprising Communities* and *Journal of Small Business and Enterprise Development*. This graph also shows the evolution over time of the publications, highlighting the following journals: *Sustainability Switzerland* for fast growth as a support of the research under study (since 2017) or *Journal of Small Business and Enterprise Development* as the first to echo these works since 2005.

Table 2 shows the impact indexes of the 18 scientific journals with more than 10 papers on the subject.

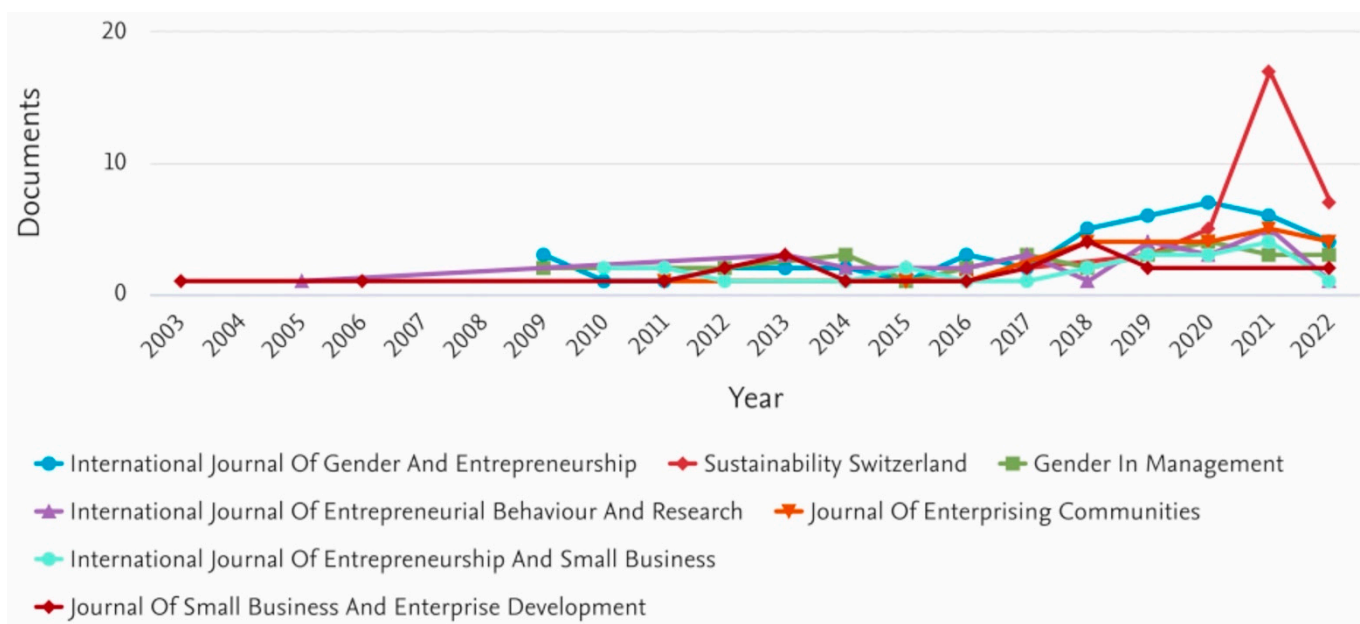


Figure 5. Documents per year by source.

Table 2. Journal Impact Report.

Journals	Journal Impact Report (Scopus, 2022)
International Journal of Gender and Entrepreneurship	Q1
Sustainability Switzerland	Q1
Gender in management	Q1
International Journal of Entrepreneurial Behaviour and Research	Q1
International Journal of Entrepreneurship and Small Business	Q3
Journal of Enterprising Communities	Q1
Journal of Small Business and Enterprise Development	Q1
Frontiers in Psychology	Q2
Entrepreneurship and Regional Development	Q1
International Entrepreneurship and Management Journal	Q1
Journal of Business Research	Q1
Journal of Small Business management	Q1
Gender, Work and Organization	Q1
International Small Business Journal Researching Entrepreneurship	Q1
Journal of Developmental	Q2
Small business Economics	Q1
Journal Women’s Entrepreneurship and Education	Q3
Journal of Small Business and Entrepreneurship	Q1

3.1. Keywords Analysis

The prevalence of keywords chosen by the authors for their articles, as well as the analysis of co-occurrence through the visual representation of networks of terms offered by the VOSviewer software, makes it possible to determine the predominant themes in the published research. Thus, the interrelation of concepts is represented through word groupings or clusters (Appendix A, Table A1).

With the keywords of the 1356 articles selected from the Scopus database and with a minimum co-occurrence of three terms, the graph shown in Figure 6 is obtained. The words “entrepreneurship” and “women entrepreneurship”, together with “gender”, stand out as those most frequently repeated and with the strongest relationship between terms. These are related to other terms that also have a high profile, such as “sustainability”, “small and medium enterprises”, “business development”, “women empowerment”, “innovation” and “digitalization”. Although they are not the least recurrent, other clusters with less strength are those corresponding to concepts related to communication: “networks”, “social networks”, “social media” or “information and communication”. The cluster of terms related to the underground economy stands out for its defined representation, and this, in turn, is interrelated with the most prominent clusters mentioned above.

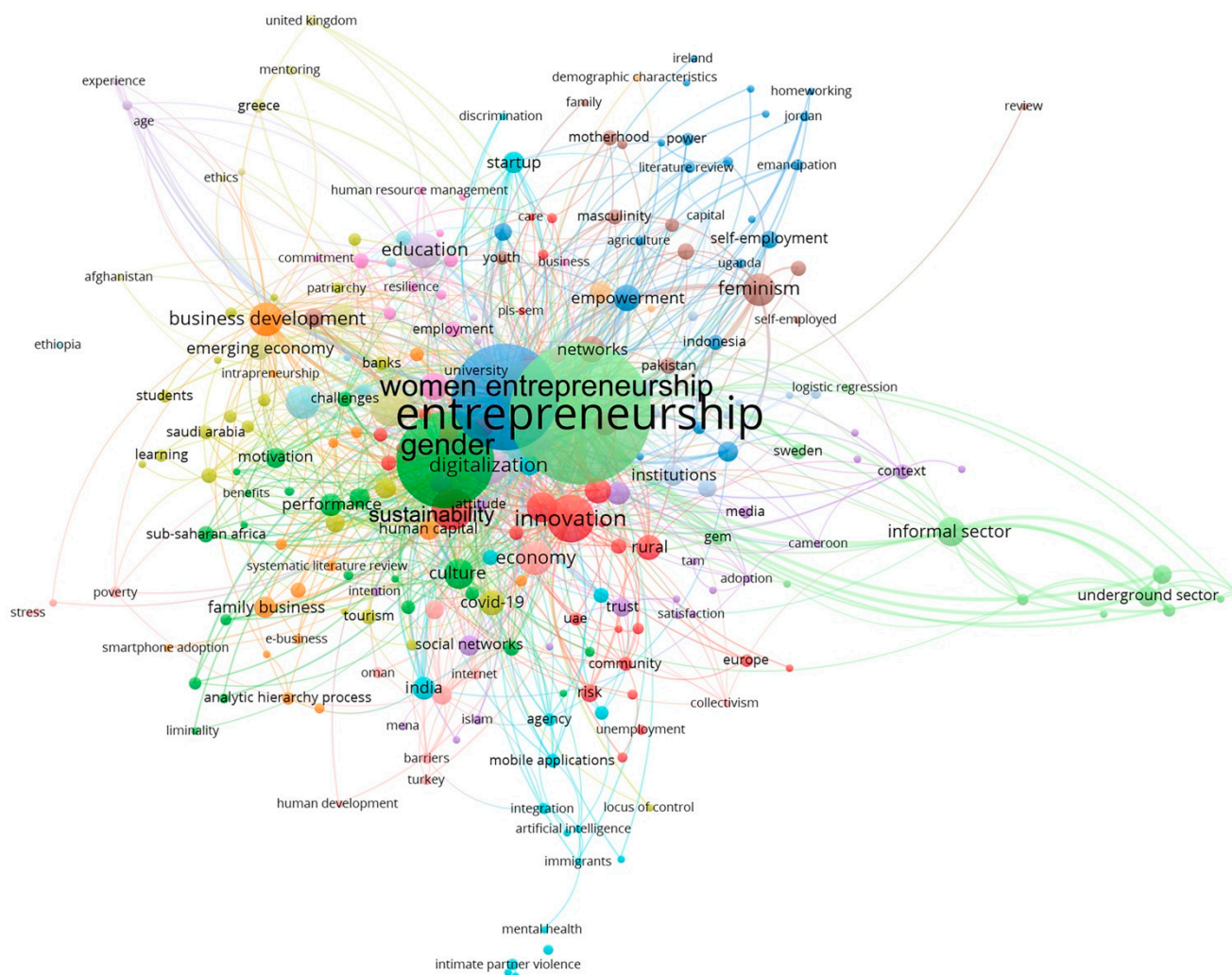


Figure 6. Keyword co-occurrence map.

3.2. Authorship Analysis

In the field of women’s entrepreneurship and communication research, there are authors who are influential in this area of study, both in terms of the number of articles published and, above all, in terms of the number of citations their work has received. Figure 7, which shows the map of co-occurrence of authorship, is represented with the VOSviewer software and, as a complement to this representation, Table 3 is added, showing the articles of the researchers with the highest citation volume published in quality scientific journals (19 classified as Q1 and 1 as Q2).

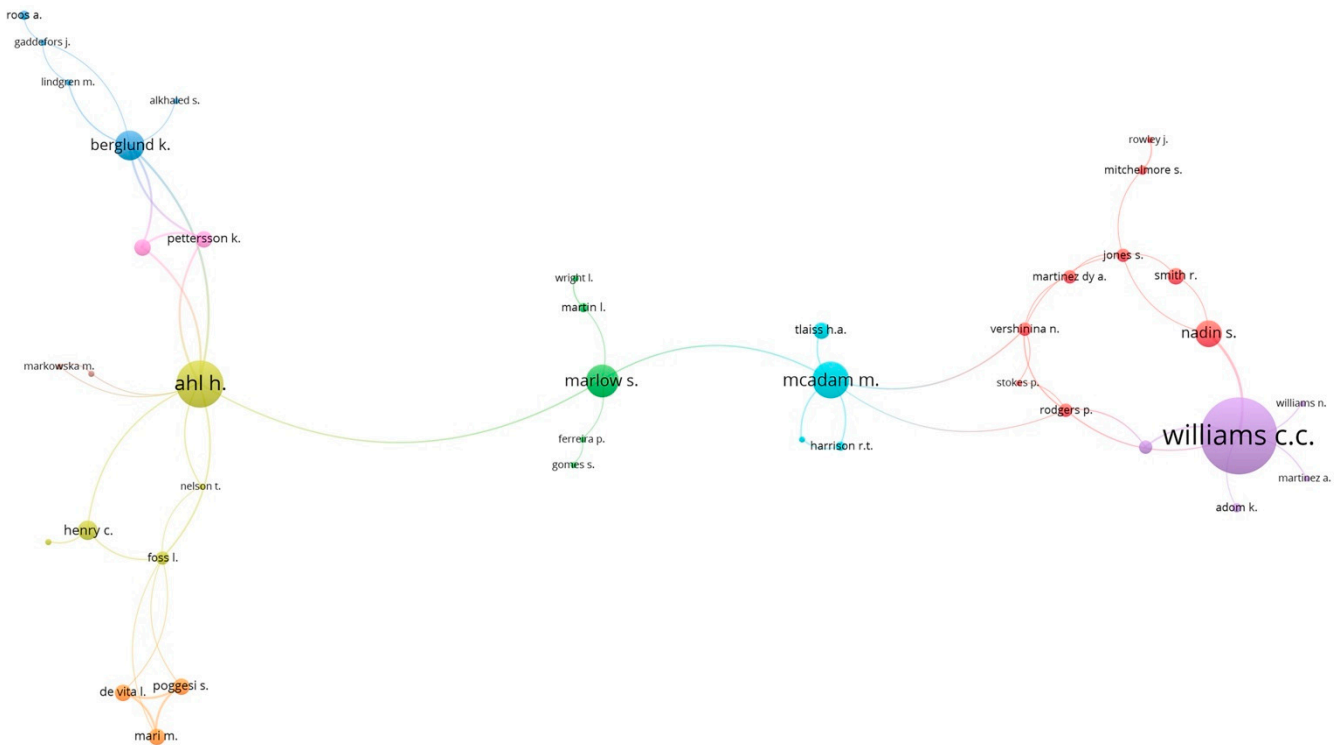


Figure 7. Authorship co-occurrence map.

Table 3. Twenty articles with the highest number of citations.

Authors—Year	Articles	Sources	Scopus	Citation
(Shinnar et al. 2012)	Entrepreneurial perceptions and intentions: The role of gender and culture https://doi.org/10.1142/S1084946710001683	Entrepreneurship: Theory and Practice	Q1	447
(Estrin et al. 2013)	Which institutions encourage entrepreneurial growth aspirations? https://doi.org/10.1016/j.jbusvent.2012.05.001	Journal of Business Venturing	Q1	383
(Ahl and Marlow 2012)	Exploring the dynamics of gender, feminism and entrepreneurship: Advancing debate to escape a dead end? https://doi.org/10.1177/1350508412448695	Organization	Q1	346
(Henry et al. 2016)	Gender and entrepreneurship research: A review of methodological approaches https://doi.org/10.1177%2F0266242614549779	International Small Business Journal	Q1	256
(Datta and Gailey 2012)	Empowering Women Through Social Entrepreneurship: Case Study of a Women’s Cooperative in India https://doi.org/10.1111/j.1540-6520.2012.00505.x	Entrepreneurship: Theory and Practice	Q1	254
(De Vita et al. 2014)	Women entrepreneurs in and from developing countries: Evidences from the literature http://dx.doi.org/10.1016/j.emj.2013.07.009	European Management Journal	Q1	234
(Anderson et al. 2007)	Entrepreneurial social capital: Conceptualizing social capital in new high-tech firms https://doi.org/10.1177%2F0266242607076526	International Small Business Journal	Q1	208
(Greenberg and Mollick 2017)	Activist Choice Homophily and the Crowdfunding of Female Founders https://doi.org/10.1177/0001839216678847	Administrative Science Quarterly	Q1	177
(Brooks et al. 2014)	Investors prefer entrepreneurial ventures pitched by attractive men https://doi.org/10.1073/pnas.1321202111	Proceedings of the National Academy of Sciences of the United States of America	Q1	172

Table 3. Cont.

Authors—Year	Articles	Sources	Scopus	Citation
(Mitchelmore and Rowley 2013)	Entrepreneurial competencies of women entrepreneurs pursuing business growth https://doi.org/10.1108/14626001311298448	Journal of Small Business and Enterprise Development	Q1	154
(Santos et al. 2016)	About Gender Differences and the Social Environment in the Development of Entrepreneurial Intentions https://doi.org/10.1111/jsbm.12129	Journal of Small Business Management	Q1	151
(Dy et al. 2017)	A Web of opportunity or the same old story? Women digital entrepreneurs and intersectionality theory https://doi.org/10.1177/0018726716650730	Human Relations	Q1	146
(Overå 2006)	Networks, distance, and trust: Telecommunications Development and changing trading practices in Ghana https://citationsy.com/archives/q?doi=10.1016/J.WORLDDEV.2005.11.015	World Development	Q1	124
(Rosa and Dawson 2006)	Gender and the commercialization of university science: Academic founders of spinout companies https://doi.org/10.1080/08985620600680059	Entrepreneurship and Regional Development	Q1	122
(Godwin et al. 2006)	Forced to play by the rules? Theorizing how mixed-sex founding teams benefit women entrepreneurs in male-dominated contexts https://doi.org/10.1111/j.1540-6520.2006.00139.x	Entrepreneurship: Theory and Practice	Q1	121
(Al-Dajani and Marlow 2013)	Empowerment and entrepreneurship: A theoretical framework https://doi.org/10.1108/IJEBR-10-2011-0138	International Journal of Entrepreneurial Behaviour and Research	Q1	120
(Williams and Nadin 2010)	Entrepreneurship and the informal economy: An overview https://doi.org/10.1142/S1084946710001683	Journal of Developmental Entrepreneurship	Q2	117
(Lafuente et al. 2007)	Regional differences in the influence of role models: Comparing the entrepreneurial process of rural Catalonia https://doi.org/10.1080/00343400601120247	Regional Studies	Q1	117
(Durkin et al. 2013)	Exploring social media adoption in small to medium-sized enterprises in Ireland https://doi.org/10.1108/JSBED-08-2012-0094	Journal of Small Business and Enterprise Development	Q1	115
(Ahl and Nelson 2015)	How policy positions women entrepreneurs: A comparative analysis of state discourse in Sweden and the United States https://doi.org/10.1016/j.jbusvent.2014.08.002	Journal of Business Venturing	Q1	109

The emergence of very specific research cores that collaborate with each other is evident in Figure 7. The authors who lead these clusters in turn head other networks in different fields. These researchers do not always correspond to those with the highest scientific production, although they are among the most influential. In this regard, the following stand out with more than 10 publications: Colin C. Williams (Sheffield University, United Kingdom), Helene Ahl (Jönköping University, Sweden), Maura MacAdam (Dublin City University, Ireland) and Susan Marlow (University of Birmingham, United Kingdom), with 20, 14, 11 and 10 articles published on the subject, respectively.

The most cited articles focus their content on aspects related to entrepreneurship and the informal economy (Shinnar et al. 2012); the influence of social networks on entrepreneurial growth aspirations to favor the relationship with institutions (Estrin et al. 2013); the existing gender bias in research (Ahl and Nelson 2015); the lack of qualitative, innovative and in-depth methodology in research on gender and entrepreneurialism (Henry et al. 2016; Anderson et al. 2007); the contribution of women in entrepreneurship (De Vita et al. 2014); the models of collaboration and cooperation among women (Datta and Gailey 2012) considering underrepresented groups based on the “homophily” of activist choice whose basis is the perception of shared structural barriers by women (Greenberg and Mollick 2017); or the impact on business performance and growth of the competencies of committed women entrepreneurs (Brooks et al. 2014; Mitchelmore and Rowley 2013).

(236 and 306, respectively). These areas are followed in order of volume of published papers by India, Spain, Malaysia, China, Australia, South Africa, Italy and Sweden, which are those countries where more than 50 articles have been published.

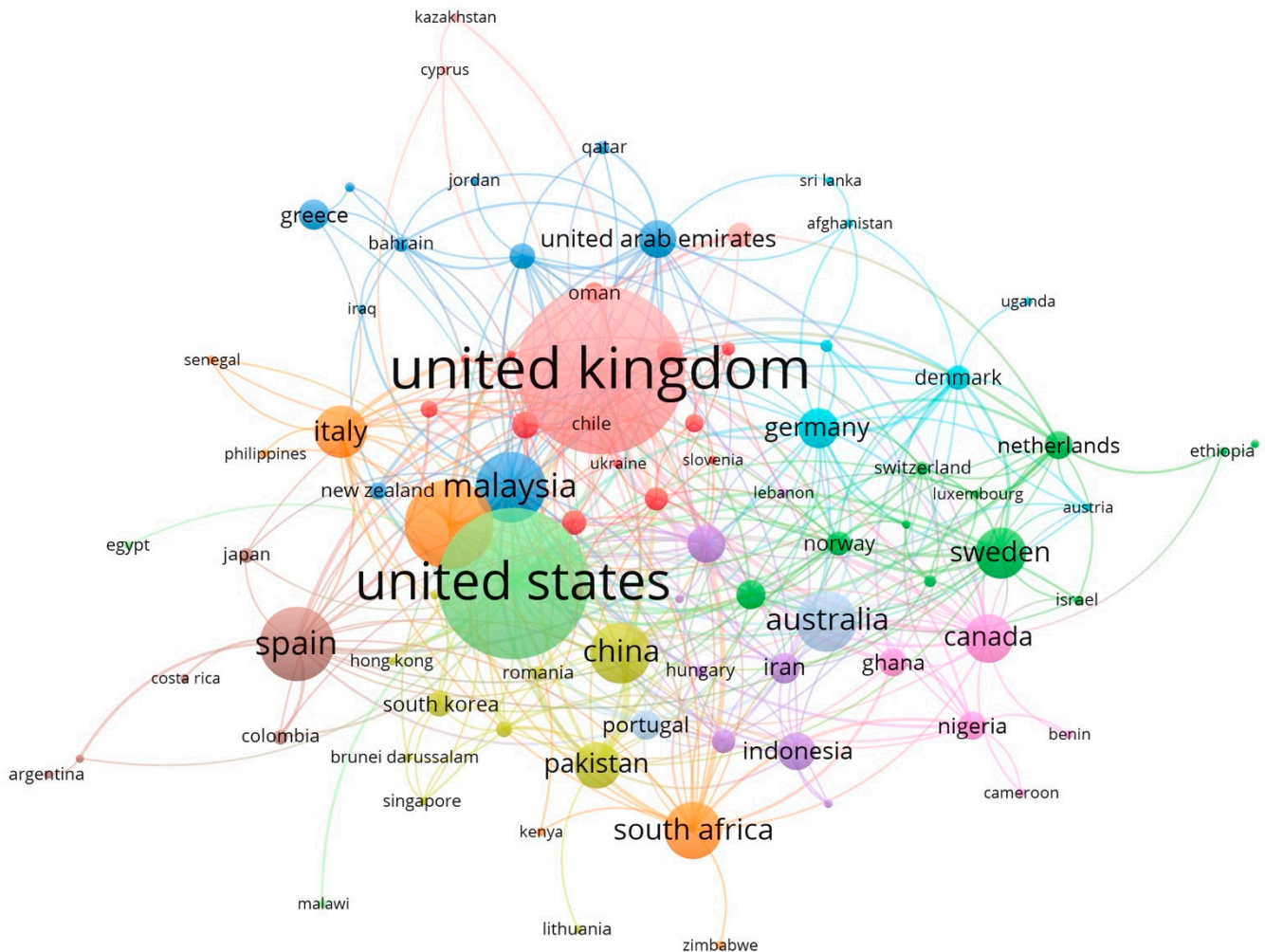


Figure 9. Countries co-occurrence map.

Even though it depends on each territory, the relationships between the countries with the highest production are frequent, which implies important networks of scientific collaboration between nations.

With regard to the affiliations of the authors, those entities that offer the greatest support to scientific production appear in Figure 10, with Sheffield University (United Kingdom) standing out with 23 articles, and Högskolan i Jönköping (Sweden) with 18. The joint work between institutions is outstanding, if we consider the interrelationship that is represented between different universities in the United Kingdom, such as the University of Sheffield and the University of Birmingham, and these with the Irish Dublin City University and the Swedish Jönköping University, respectively. Other influential institutions in terms of scientific production are Anglia Ruskin University (United Kingdom), whose work is shared with Sheffield Hallam University (United Kingdom), and Stockholm University (Sweden), which is part of an important research network of Swedish universities.

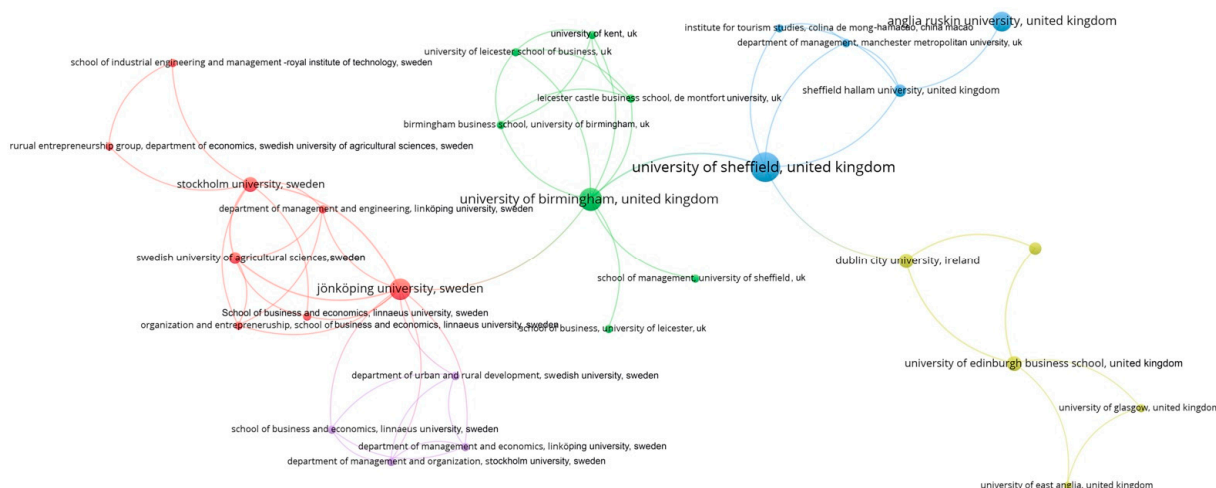


Figure 10. Organizations co-occurrence map.

4. Discussion

From the obtained results, the authors consider relevant the incipient interest in the scientific literature in dealing with aspects related to female entrepreneurship and communication. Although different studies have expressed the opinion that the number of scientific publications in this regard is low (Williams et al. 2020; Jose 2018; Olsson and Bernhard 2021), it must be recognized that the growth—focused on the last five years—both in volume and depth of the articles is increasingly outstanding, allowing for the bibliometric study an analysis of 1356 papers.

In line with Olsson and Bernhard (2021) and Tanti et al. (2021), the digitalization of communication and expertise of new technologies are essential. Today there are still gaps in the acquisition of knowledge among women entrepreneurs, but the lack of training in certain geographical areas, such as rural areas, is particularly significant. This is emphasized by authors such as Aggarwal and Johal (2021), for whom it is necessary to promote formative actions aimed at the development of sustainable entrepreneurship.

According to the results, the samples of most of the articles selected are limited, both in number of elements and in geographical location, and there are generally few global studies. The purpose of this bibliometric analysis is to offer a scenario with which to evaluate the research carried out and to consider possible studies to complete the scientific production.

5. Conclusions

Bibliometric studies guide future research in fields of knowledge such as the one discussed in this case on female entrepreneurship and communication. Education and training in the digitalization of communication processes is shown to be a fundamental and necessary element to advance in the promotion of female entrepreneurship and gender equality, increase the visibility of women and favor their access and positioning in the organizational market.

The results obtained highlight the recent interest in the subject in the scientific community, although there is a lack of a greater number of papers dealing with more globalized aspects, as well as particularly sensitive areas, such as the underground economy in the female population sector or the rural versus urban environment, where technological barriers seem to be greater.

As a limitation of this work, the choice of WoS and Scopus as the only databases for the bibliometric analysis with VOSviewer stands out, although the choice was made to use databases that offered a collection with a greater number of quality publications and whose sample met the proposed objectives. In addition, the standardization of the thesaurus from which the software offers the different bibliometric networks has the subjective bias of the researchers who carried out the study.

Finally, in order to continue the line of research outlined in this article, an in-depth study by geographical area is suggested, with the aim of identifying local trends, as well as its extension over time due to the changes that have taken place in recent years in the area of study analyzed.

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Appendix A

Table A1. Co-occurrence clusters of author’s keywords *.

Clusters	Terms
1	Big data analytics; care; competitiveness; data mining; decision-making; Europe; female leadership; ict; innovation; knowledge; Malaysia; marketing; migration; opportunity recognition; organizational performance; pls-sem; policies; productivity; risk; rural; service quality; small and medium enterprises; social capital; supply chain management; typology, UAE; unemployment; Vietnam
2	Benefits; career success; challenges; critical success factors; culture; growth; hospitality; legitimacy; liminality management; Middle East; motivation; performance; religion; Russia; South Africa; stem; stereotypes; sub-Saharan Africa; support; United Arab Emirates; women entrepreneurship
3	Agriculture; discourse; emancipation; empowerment; ethnography; family firms; gender; homeworking; Indonesia; Instagram; Ireland; Jordan; Kuwait; leadership; literature review; Palestine; power; resistance; self-employment; social change; strategy; Uganda
4	Bangladesh; banks; china; covid-19: customer satisfaction; e-commerce; family support; firm performance; glass ceiling; learning; locus of control; open innovation; patriarchy; private sector; role models; Saudi Arabia; structural equation modeling; students; theory of planned behavior; tourism; work-life-balance
5	Adoption; attitude; Cameroon; consumer behavior; context; embeddedness; hegemonic masculinity; hegemony; information and communication; intention; Islam; Lebanon; media; Mena; perceived usefulness; purchase intention; reciprocity; satisfaction; social networks; tam; trust
6	Agency; artificial intelligence; bibliometric analysis; blockchain; crowdfunding; discrimination; fintech; immigrants; India, integration; intervention; intimate partner violence; Japan; mental health; mobile applications; prevention; quality of life; refugees; startup
7	Analytic hierarchy process; business development; corporate entrepreneurship; e-business; family business; human capital; intellectual capital; intrapreneurship; Iran; qualitative research; relational capital; resources; smartphone adoption; systematic literature review; training; value creation
8	Creativity; enterprise; family; feminism; identity; masculinity; motherhood; mumpreneur; narrative analysis; neoliberalism; networks; Pakistan; review; self-employed; youth
9	Africa; business; commitment; employment; fear of failure; Ghana; human resource management; microenterprise; Nigeria; opportunity; resilience; rural women; self-efficacy; social inclusion; success
10	Barriers; collectivism; development; economy; globalization; human development; internet; Latin America; Oman; poverty; stress; Turkey; well-being
11	Commercial entrepreneurship; England; enterprise culture; enterprise development; entrepreneurship; global entrepreneurship monitor; informal sector; logistic regression; Sweden; tax compliance; Ukraine; underground sector.
12	Academic entrepreneurship; capital; characteristics; developing countries; finance; institutions; intersectionality; race; social; Tanzania; venture capital
13	Afghanistan; corporate social responsibility; emerging economy; ethics; Greece; green marketing; mentoring; sustainability; United Kingdom; women
14	Age; digitalization; e-learning; education; experience; Serbia; skill development; university
15	Communication; content analysis; Ethiopia; mixed methods; social media; twitter; women empowerment
16	Bricolage; demographic characteristics; technology

* Minimum number of occurrences of a keyword: 3.

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