

REFERENCES

- Abbasian, S., & Yazdanfar, D. (2015). Gender and the use of external business advice: A Swedish study. *International Journal of Gender and Entrepreneurship*, 7(1), 105–124.
- Al-Dajani, H., & Marlow, S. (2013). Empowerment and entrepreneurship: A theoretical framework. *International Journal of Entrepreneurial Behaviour & Research*, 19(5), 503–524.
- Aldrich, H. (1989). Networking among women entrepreneurs. In O. Hagan, C. Rivchun, & D. Sexton (Eds.), *Women owned businesses* (pp. 103–132). Praeger.
- Alkhaled, S., & Berglund, K. (2018). ‘And now I’m free’: Women’s empowerment and emancipation through entrepreneurship in Saudi Arabia and Sweden. *Entrepreneurship & Regional Development*, 30(7–8), 877–900.
- Alvesson, M. (2003). Beyond neopositivists, romantics, and localists: A reflexive approach to interviews in organizational research. *Academy of Management Review*, 28(1), 13–33.
- Alvesson, M., Gabriel, Y., & Paulsen, R. (2017). *Return to meaning: A social science with something to say* (1st ed.). Oxford University Press.
- AONB. (2020). *Special qualities*. <https://www.southdevonaonb.org.uk/special-qualities/deeply-rural-rolling-patchwork-agricultural-landscape/#>. Accessed on June 27, 2020.
- Ascher, J. (2012). Female entrepreneurship – An appropriate response to gender discrimination. *Journal of Entrepreneurship, Management and Innovation*, 8(4).
- Baker, T., & Nelson, R. E. (2005). Creating something from nothing: Resource construction through entrepreneurial bricolage. *Administrative Science Quarterly*, 50(3), 329–366.

- Baker, T., & Welter, F. (2017). Come on out of the ghetto, please! – Building the future of entrepreneurship research. *International Journal of Entrepreneurial Behavior & Research*, 23(2), 170–184.
- Bogren, M., Widding, Ø., Rennemo, Ø., & von Friedrichs, Y. (2013). Networking women entrepreneurs: Fruitful for business growth? *International Journal of Gender and Entrepreneurship*, 5(1), 60–77.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
- Braun, V., & Clarke, V. (2012). Thematic analysis. In H. Cooper (Ed.), *APA handbook of research methods in psychology* (pp. 57–72). American Psychological Association.
- Braun, V., & Clarke, V. (2019). Reflecting on reflexive thematic analysis. *Qualitative Research in Sport, Exercise and Health*, 11(4), 589–597.
- Brush, C. G., Welter, F., & de Bruin, A. (2009). A gender-aware framework for women's entrepreneurship. *International Journal of Gender and Entrepreneurship*, 1(1), 8–24.
- Burns, P. (2016). *Entrepreneurship and small business: Start-up, growth and maturity* (4th ed.). Macmillan.
- Cabrera, E. M., & Mauricio, D. (2017). Factors affecting the success of women's entrepreneurship: A review of literature. *International Journal of Gender and Entrepreneurship*, 9(1), 31–65.
- Caine, V., Estefan, A., & Cladinin, D. J. (2020). *Narrative enquiry*. SAGE.
- Cochran, S. L. (2019). What's gender got to do with it? The experiences of U.S. Women entrepreneurship students. *Journal of Small Business Management*, 57, 111–129.
- Correa, G. (2021). *UENI's 2020 report on gender and small business*. <https://ueni.com/blog/report-gender-small-business-female/>. Accessed on November 23, 2021.
- Cresswell, J. W. (2007). *Qualitative enquiry and research design*. SAGE.
- Crotty, M. (1998). *The foundations of social research: Meaning and perspective in the research process*. Sage Publications.
- Cunliffe, A. L. (2022). Must I grow a pair of balls to theorize about theory in organization and management studies? *Organization Theory*, 3, 1–28.

- Czamiawska, B. (2011). *A narrative approach to organisational studies*. SAGE.
- DEFRA. (2011). *Rural urban classification*. <https://www.gov.uk/government/collections/rural-urban-classification>. Accessed on June 27, 2020.
- Deller, S., Kures, M., & Conroy, T. (2019). Rural entrepreneurship and migration. *Journal of Rural Studies*, 66, 30–42.
- Denzin, N. K., & Lincoln, Y. S. (1994). *Handbook of qualitative research* (2nd ed.). SAGE.
- Denzin, N. K., & Lincoln, Y. S. (2005). *Handbook of qualitative research* (3rd ed.). SAGE.
- Denzin, N. K., & Lincoln, Y. S. (2008). *Handbook of qualitative research* (4th ed.). SAGE.
- Ebrahim, R., Mohadese, M., & Zinalabidin, M. (2014). A study on prioritizing typical women's entrepreneur characteristics. *Management Science Letters*, 4(6), 1271–1278.
- Elliott, S. N., Kratochwill, T. R., Littlefield Cook, J., & Travers, J. (2000). *Educational psychology: Effective teaching, effective learning* (3rd ed.). McGraw-Hill College.
- Enterprising Women. (2007). *Evaluation and research report*. www.prowess.org.uk. Accessed on May 5, 2018.
- Ettl, K., & Welter, F. (2010). Gender, context and entrepreneurial learning. *International Journal of Gender and Entrepreneurship*, 2(2), 108–129.
- Flick, U. (2009). *An introduction to qualitative research* (4th ed.). SAGE.
- Flick, U. (2014). *An introduction to qualitative research* (4th ed.). SAGE.
- Foss, L., Henry, C., Ahl, H., & Mikalsen, G. (2018). Women's entrepreneurship policy research: A 30 Year review of the evidence. *Small Business Economics*. <https://doi.org/10.1007/s11187-018-9993-8>
- FSB. (2020). *One in three closed small firms fear they'll never reopen amid widespread redundancy plans*. <https://www.fsb.org.uk/resources-page/one-in-three-closed-small-firms-fear-they-ll-never-reopen-amid-widespread-redundancy-plans.html>. Accessed on November 1, 2020.
- FSB (Federation of Small Businesses). (2016). *Women in enterprise: The untapped potential*. <https://www.fsb.org.uk/docs/default-source/fsb-org-uk/>

- [fsb-women-in-enterprise-the-untapped-potential](#). Accessed on December 19, 2018.
- FSB (Federation of Small Businesses). (2018). *Small business statistics*. <https://www.fsb.org.uk/media-centre/small-business-statistics>. Accessed on December 19, 2018.
- Gaddefors, J., & Anderson, A. R. (2018). Romancing the rural: Reconceptualizing rural entrepreneurship as engagement with context(s). *The International Journal of Entrepreneurship and Innovation*. <https://doi.org/10.1177/1465750318785545>
- Geertz, C. (1973). Thick description: Towards an interpretive theory of culture. In C. Geertz (Ed.), *The interpretation of cultures: Selected essays* (pp. 310–322). Basic Books.
- Gerzema, J., & D’Antonio, M. (2013). *The Athena doctrine: How women (and men who think like them) will rule the future* (1st ed.). Jossey-Bass.
- Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative Rigor in inductive research: Notes on the Gioia methodology. *Organizational Research Methods*, 16(1), 15–31.
- Gioia, D. A., Schultz, M., & Corley, K. G. (2000). Organizational identity, image and adaptive instability. *Academy of Management Review*, 25(1), 63–81.
- Golden-Biddle, K. (2020). Discovery as an abductive mechanism for reorientating habits within organizational change. *Academy of Management Journal*, 63(6), 1951–1973.
- Golden-Biddle, K., & Locke, K. (2011). *Composing qualitative research*. SAGE.
- Greer, M. J., & Greene, P. G. (2003). Feminist theory and the study of entrepreneurship. In J. E. Butler (Ed.), *New perspectives on women entrepreneurs* (pp. 1–24). Information Age Publishing.
- Grysmar, A., & Lodi-Smith, J. (2019). Methods for conducting and publishing narrative research with undergraduates (Report). *Frontiers in Psychology*, 9.
- Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? An experiment with data saturation and variability. *Field Methods*, 18(1), 59–82.

- Gundry, L. K., & Welsch, H. P. (2001). The ambitious entrepreneur: High growth strategies of women owned enterprises. *Journal of Business Venturing*, 16, 453–470.
- Hansen, L. (2010). Ontologies, epistemologies, methodologies. In L. J. Shepherd (Ed.), *Gender matters in global politics* (pp. 17–29). Routledge.
- Harding, N. (2020). Feminist methodologies. In C. Cassell, A. L. Cunliffe, & G. Grady (Eds.), *The Sage handbook of qualitative business and management research methods*. SAGE.
- Harmish, V. (2014). *Scaling up*. Create Space Independent Publishing Platform.
- Hebert, R. F., & Link, A. N. (1989, March). In search of the meaning of entrepreneurship. *Small Business Economics*, 1(1), 39–49.
- Henry, C., & McElwee, G. (2014). Defining and conceptualising rural enterprise. In C. Henry (Ed.), *Exploring rural enterprise: New perspectives on research, policy & practice* (pp. 1–8). Emerald Publishing Limited.
- Henry, C., McElwee, G., & Marlow, S. (2014). *Exploring rural enterprise: New perspectives on research, policy and practice*. Emerald Publishing Limited.
- Hertzberg, F. (2003, February). One more time: How do you motivate employees? *Harvard Business Review*, 81(1), 87–96.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). *Entrepreneurship* (10th ed.). McGraw-Hill Education.
- Holmquist, C., & Carter, S. (2009). The Diana project: Pioneering women studying pioneering women. *Small Business Economics*, 32(2), 121–128.
- Hovorka, A. J., & Dietrich, D. (2011). Entrepreneurship as a gendered process. *The International Journal of Entrepreneurship and Innovation*, 12(1), 55–65.
- Huczynski, A. H., & Buchanan, B. D. (2016). *Organisational behaviour*. Pearson.
- Jacobs, S. (2018). An analysis of the evolution of mentorship in nursing. *International Journal of Mentoring and Coaching in Education*, 7(2), 155–176.

- Kazumi, T., & Kawai, N. (2017). Institutional support and women's entrepreneurial self-efficacy. *Asia Pacific Journal of Innovation and Entrepreneurship*, 11(3), 345–365.
- Kobeissi, N. (2010). Gender factors and female entrepreneurship: International evidence and policy implications. *Journal of International Entrepreneurship*, 8(1), 1–35.
- Korsgaard, S., Muller, S., & Tanvig, H. W. (2015). Rural entrepreneurship or entrepreneurship in the rural – Between place and space. *International Journal of Entrepreneurial Behaviour & Research*, 21(1), 5–26.
- Locke, K., Feldman, M., & Golden-Biddle, K. (2022). Coding practices and iterativity: Beyond templates for analyzing qualitative data. *Organisational Research Methods*, 25(2), 262–284.
- Maclean, M., Harvey, C., Gordon, G., & Shaw, E. (2015). Identity, storytelling and the philanthropic journey. *Human Relations*, 1–30.
- Madden, A., Bailey, C., Alfes, K., & Fletcher, L. (2018). Using narrative evidence synthesis in HRM research: An overview of the method, its application, and the lessons learned. *Human Resource Management*, 57(2), 641–657.
- Mansfield, M. (2020). *Start up statistics – The numbers you need to know*. <https://smallbiztrends.com/2023/12/startup-statistics.html>. Accessed on November 1, 2020.
- Markantoni, M., & van Hoven, B. (2012). Bringing 'invisible' side activities to light. A case study of rural female entrepreneurs in the Veenkoloniën, The Netherlands. *Journal of Rural Studies*, 28(4), 507–516.
- Marlow, S., & McAdam, M. (2013). Gender and entrepreneurship. Advancing debate and challenging myths: Exploring the mystery of the under-performing female entrepreneur. *International Journal of Entrepreneurial Behaviour & Research*, 19(1), 114–124.
- May, R. (2019). Starts ups across the UK are going bust. *The Telegraph*. <https://www.telegraph.co.uk/politics/2019/01/24/start-ups-across-uk-going-bust-need-careful-management-economy/#:~:text=Britain%20is%20a%20booming%20nation,doors%20within%20just%2012%20months>. Accessed on November 1, 2020.
- McAdam, M., & Marlow, S. (2013). Gender and entrepreneurship: Advancing debate and challenging myths; exploring the mystery of the

- under-performing female entrepreneur. *International Journal of Entrepreneurial Behavior & Research*, 19(1), 114–124.
- McIntyre, G. (2020). *What percentage of small businesses fail?* <https://www.fundera.com/blog/what-percentage-of-small-businesses-fail>. Accessed on November 1, 2020.
- McMullan, L., & Price, A. (2012). We don't need no education: The role of mentoring in the wider enterprise eco-system. *International Journal of Gender and Entrepreneurship*, 4(2), 196–205.
- McQueen, L., & Zimmerman, L. (2006). Using the interpretive narrative research method in interdisciplinary research projects. *Journal of Nursing Education*, 45(11), 475.
- Mersha, T., & Sriram, V. (2019). Gender, entrepreneurial characteristics, and success: Evidence from Ethiopia. *Thunderbird International Business Review*, 61(2), 157–167.
- Mitchelmore, S., & Rowley, J. (2013). Entrepreneurial competencies of women entrepreneurs pursuing business growth. *Journal of Small Business and Enterprise Development*, 20(1), 126–143.
- Müller, S., & Korsgaard, S. (2018). Resources and bridging: The role of spatial context in rural entrepreneurship. *Entrepreneurship & Regional Development*, 30(1–2), 224–255.
- Naminse, E. Y., Zhuang, J., & Zhu, F. (2019). The relation between entrepreneurship and rural poverty alleviation in China. *Management Decision*, 57(9), 2593–2611.
- Nelson, T., & Ahl, H. (2010). Moving forward: Institutional perspectives on gender and entrepreneurship. *International Journal of Gender and Entrepreneurship*, 2(1), 5–9.
- Nelson, R. E., Santana, A., & Wood, M. S. (2016). Sociocultural context, entrepreneur types, mindsets and entrepreneurial action in Tiradentes, Brazil. In *Models of start-up thinking and action: Theoretical, empirical and pedagogical approaches advances in entrepreneurship, firm emergence and growth* (pp. 33–74). Emerald Publishing Limited.
- Neube, L. B., & Wasburn, M. H. (2010). Strategic collaboration and mentoring women entrepreneurs: A case study. *Academy of Entrepreneurship Journal*, 16(1), 71–94.

- Northouse, P. G. (2015). *Introduction to leadership: Concepts and practice* (3rd ed.). SAGE Publications.
- Northouse, P. G. (2018). *Introduction to leadership: Concepts and practice* (4th ed.). SAGE.
- Oduol, J. B. A., Mithöfer, D., Place, F., Nang'ole, E., Olwande, J., Kirimi, L., & Mathenge, M. (2017). Women's participation in high value agricultural commodity chains in Kenya: Strategies for closing the gender gap. *Journal of Rural Studies*, 50, 228–239.
- Overall, J., & Wise, S. (2016). The antecedents of entrepreneurial success: A mixed methods approach. *Journal of Enterprising Culture*, 24(3), 209–241.
- Patil, P., & Deshpande, Y. (2019). Why women enter into entrepreneurship? An exploratory study. *Journal of Organisational studies and Innovation*, 6(2), 30–40.
- Patton, M. Q. (2002). *Qualitative research and evaluation methods*. SAGE.
- Petridou, E., & Glaveli, N. (2008). Rural women entrepreneurship within co-operatives: Training support. *Gender in Management: An International Journal*, 23(4), 262–277.
- Pinch, S., & Whenman, M. (2017). *PR and pay equality: A qualitative study into challenges and perspectives in gender pay*. Chartered Institute of Public Relations.
- Porkess, K. (2006). *Strategy for promoting women in enterprise*. Business Link.
- Reay, T., Zafar, A., Monteiro, P., & Glaser, V. (2019). Presenting findings from qualitative research: One size does not fit all. In T. B. Zilber (Ed.), *The production of managerial knowledge and organizational theory* (pp. 201–213). Emerald Publishing Limited.
- Renzuli, L., Aldrich, H., & Moody, J. (2000). Family matters: Gender, networks and entrepreneurial outcomes. *Social Forces*, 79(2), 523–546.
- Rindova, V., Barry, D., & Ketchen, D. J., Jr. (2009). Entrepreneurship as emancipation. *Academy of Management Review*, 34(3), 477–491.
- Rowley, J., & Mitchelmore, S. (2013). Growth and planning strategies within women-led SMEs. *Management Decision*, 51(1), 83–96.

- Sabelis, I., & Schilling, E. (2013, March). Frayed careers: exploring rhythms of working lives. *Gender, Work and Organisations*, 20(2). <https://doi.org/10.1111/gwao.12020>. Accessed on March 26, 2023.
- Sarasvathy, S. D. (2001). Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. *Academy of Management Review*, 26(2), 243–263.
- Saunders, M., Lewis, P., & Thornhill, A. (2006). *Research methods for business students* (4th ed.). Financial Times Prentice Hall.
- Sharafizad, J., & Coetzer, A. (2016). Women business owners' start-up motivations and network content. *Journal of Small Business and Enterprise Development*, 23(2), 590–610.
- Stefan, E. B. (2014). The management education of the rural entrepreneur. *The Amfiteatru Economic Journal*, 16(37), 932–950.
- Stephen, R., & Hart, M. (2018). *The state of small business Britain*. Enterprise Research Centre. <https://www.enterpriseresearch.ac.uk/wp-content/uploads/2018/06/SSBB-Report-2018-final.pdf>. Accessed on December 19, 2018.
- Steup, M., & Neta, R. (2020). Epistemology. In *The Stanford encyclopedia of philosophy* [online]. <https://plato.stanford.edu/archives/sum2020/entries/epistemology>. Accessed on June 26, 2020.
- Stimson, S. (2018). *Strength in diversity*. Influence (no. Q2). CIPR.
- Swail, J., & Marlow, S. (2018). 'Embrace the masculine; attenuate the feminine' – Gender, identity work and entrepreneurial legitimation in the nascent context. *Entrepreneurship & Regional Development*, 30(1–2), 256–282.
- Theaker, A. (1995). *Women in the public relations industry*. Leeds Metropolitan University.
- Trainor, L. R., & Bundon, A. (2021). Developing the craft: Reflexive accounts of doing reflexive thematic analysis. *Qualitative Research in Sport, Exercise and Health*, 13(5), 705–726.
- Tudor, M. M. (2015). Economic resilience and entrepreneurship- rural Romania case study. *Agricultural Management/Lucrari Stiintifice Seria I, Management Agricol*, 17(1), 49–56.
- US Department of Labor. (1995). *Solid investments: Making use of the nation's human capital*. <https://www.bls.gov/opub/mlr/1995/>

- Vokins, N. (1993). The Minerva matrix women entrepreneurs. In S. Allen & C. Truman (Eds.), *Women in business* (pp. 46–56). Routledge.
- Vuorinen, P. (n.d.). *Doing research among family and friends*. <http://lepo.it.da.ut.ee/~lehti/Oralhistory/3.6.Pihla.htm>. Accessed on November 1, 2020.
- Warren-Smith, I. (2014). Supporting female rural entrepreneurship: A case study of WiRE. In C. Henry (Ed.), *Exploring rural enterprise: New perspectives on research, policy & practice* (pp. 215–232). Emerald.
- Watson, J. (2002). Comparing the performance of male and female controlled businesses: Relating outputs to inputs. *Entrepreneurship Theory and Practice*, 26(3), 91–100.
- Webster, N. A. (2017). Rural-to-rural translocal practices: Thai women entrepreneurs in the Swedish countryside. *Journal of Rural Studies*, 56, 219–228.
- Welter, F. (2011). Contextualizing entrepreneurship—Conceptual challenges and ways forward. *Entrepreneurship Theory and Practice*, 35(1), 165–184.
- Wilson, F., & Tagg, S. (2010). Social constructionism and personal constructivism. *International Journal of Gender and Entrepreneurship*, 2(1), 68–82.
- Yeomans, E. (2014). *The gender gap in PR*. Conversation (No. 10, March).
- Yerby, E. (2020). Frayed careers in the gig economy: Rhythms of career privilege and disadvantage. In R. Page-Tickell & E. Yerby (Eds.), *Conflict and shifting boundaries in the gig economy: An interdisciplinary analysis (The changing context of managing people)* (pp. 161–181). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-83867-603-220201013>
- Yousafzai, S., Fayolle, A., Saeed, S., Henry, C., & Lindgreen, A. (2019). The contextual embeddedness of women's entrepreneurship: Towards a more informed research agenda. *Entrepreneurship & Regional Development*, 31(3–4), 167–177.