

## Unlocking the Economic Potential of Cultural Heritage: Women's Empowerment in the Creative Economy of Developing Countries

Surti<sup>1</sup>, Devanto Shasta Pratomo<sup>2</sup>, Dwi Budi Santoso<sup>3</sup>, Farah Wulandari Pangestuty<sup>4</sup>

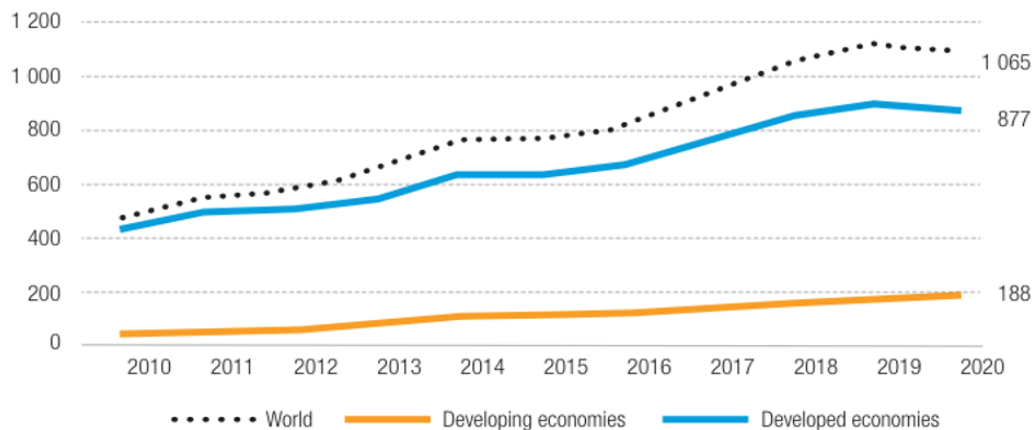
**Abstract** This literature review explores how empowering women in a culture-based creative economy can preserve cultural heritage while encouraging economic competitiveness in developing countries. Through a systematic analysis of 44 studies, key findings emerged. First, cultural heritage offers economic opportunities through sustainable tourism and creative entrepreneurship. Second, women face challenges such as marginalization, limited resources, and socio-cultural obstacles in conservation efforts. Third, integrating traditional wisdom into creative products, entrepreneurship training, and marketing can empower women economically. Fourth, government policy, financial support, use of digital technology, and multi-stakeholder involvement are important factors. Fifth, best practices from various countries demonstrate successful replication models. The review concludes that empowering women to preserve cultural heritage opens up sustainable economic development by leveraging local strengths, thus requiring synergistic efforts from the government, stakeholders, and women. Preserving cultural heritage through empowering women is a dual opportunity for developing countries to maintain their identity while driving economic progress.

**Keywords:** Women's empowerment; cultural heritage preservation; creative economy; economic competitiveness; developing countries.

**JEL Classification:** J16; L66; L83, O35; Z10.

### Introduction

Cultural heritage and local wisdom are precious assets for developing countries. In addition to being the identity and identity of a nation, cultural heritage also has significant economic potential (Torrieri et al, 2019; Kudumovic, 2020). In their research in Malaysia, show that preserving and sustaining cultural heritage can increase a country's economic competitiveness by developing creative industries and culture-based tourism. Figure 1 shows a significant sustainable creative economic growth disparity between developed and developing countries.



**Figure 1.** The Growth of Creative Economy in the World.

**Source:** UNCTAD.

The wide curve distance in Figure 1 shows that creative economic growth in developing countries is still lagging compared to developed countries. One of the causes is the failure of creative economy development based on culture and local wisdom. Where this aspect should be unique and has its attractiveness both for investors and in the development of the tourism economy which will certainly give birth to a multiplier impact on other economic sectors. This is due to the wider flow of globalization, so this cultural heritage and local wisdom are often threatened by various factors such as modernization, environmental

<sup>1</sup> Economic and Business, Universitas Brawijaya, Malang, Indonesia. <https://orcid.org/0009-0004-1629-1823>

<sup>2</sup> Economic and Business, Universitas Brawijaya, Malang, Indonesia. <https://orcid.org/0009-0002-7820-3417>

<sup>3</sup> Economic and Business, Universitas Brawijaya, Malang, Indonesia. <https://orcid.org/0000-0002-5991-2632>

<sup>4</sup> Economic and Business, Universitas Brawijaya, Malang, Indonesia. Email: Farah.wp@ub.ac.id, <https://orcid.org/0000-0003-0162-6139>

degradation, and lack of appreciation of traditional knowledge (Holtorf, 2018). To preserve cultural heritage and local wisdom, women play a central role. Historically, women have often been guardians of tradition and successors of knowledge in various communities (Suárez et al., 2001).

This literature review explores women's role in maintaining cultural heritage and local wisdom to increase economic competitiveness in developing countries. This study will examine women's challenges in cultural preservation and identify opportunities and strategies to empower women in the cultural heritage-based creative economy sector. The scope of discussion includes the role of government and other stakeholders, the use of digital technology, case studies, and best practices from various developing countries. Thus, this literature review is expected to provide comprehensive insights and relevant recommendations for cultural preservation efforts and increasing economic competitiveness in developing countries.

## Methodologists

This study uses the Systematic Literature Review (SLR) approach by following the Preferred Reporting Items for Systematic Reviews (PRISMA) guidelines to ensure that this review literature can be useful by preparing transparent, complete, and accurate reports (Page et al., 2021). PRISMA was developed through several stages, from explaining article selection criteria, search strategies, data extraction procedures, and data analysis procedures.

### *Data Sources and Search Strategies*

This study used article searches on several electronic databases such as Scopus, Proquest, ScienceDirect. Researcher chose the database because of the reputation and quality of the articles produced. Researchers limited the study year from 2010 to 2024. The goal is that the data presented is more relevant and by current conditions. To conduct a comprehensive literature search strategy in research using keywords that refer to previous research, it is essential to consider various aspects highlighted in the available references. (Liu et al., 2023).

The keywords used in this study are: ("Women's Role" OR "Women Empowerment") AND ("Creative Economics" OR "Sustainable Economics") AND ("Economics Competitiveness" OR "Economics Development") AND ("Developing Countries" OR "Emerging Economies") AND ("Culture Heritage" OR "Local Wisdom"). In this study, a limitation was given, namely using keywords related to developing countries as the focus object of discussion. The articles that will be analyzed based on the results of the PRISMA procedure will then be searched manually by researchers. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) procedure is a well-established guideline for reporting systematic reviews and meta-analyses in various fields. It emphasizes transparency, completeness, and accuracy in reporting a review's rationale, methods, and findings (Page et al., 2021).

### *Selection of Studies*

Data collected from several sources is then carried out as an initial review related to the title and abstract to be more in line with the focus of the study. Researchers then used inclusion and exclusion criteria. The inclusion criteria include articles in English, including journal articles, and discussions of the role of women in increasing the competitiveness of the creative economy based on culture and local wisdom. The exclusion criteria include articles that are not in English, book chapters, review articles, and articles that do not discuss the role of women increasing the competitiveness of the creative economy based on culture and local wisdom.

### *Data Extraction Process and Quality Assessment*

Data extraction and quality assessment are carried out independently by researchers. Quality *assessment* is carried out by first determining the assessment criteria. Researchers use several questions to make it easier, including:

- 1) Does the study clearly explain the purpose of the research on the role of women in developing creative economic competitiveness in developing countries?
- 2) Does the article explain the methodology used clearly?
- 3) Are the research results supported by robust data analysis?
- 4) Does the article significantly contribute to the existing literature on the role of women in developing creative economic competitiveness in developing countries?

Next, the researcher determines the score's weight for the answer to the question.

If the answer is "Yes," the researcher gives a score of 2; if the answer is "Partial," the researcher gives a score of 1; and if the answer is "No," the researcher gives a score of 0. Researchers set a cutoff score of 4.0. If based on the quality assessment, articles that obtain a value of  $\leq 4.0$  will be excluded.

### Eligibility Criteria

The selection of articles further analyzed in this study went through 3 stages. First, the researcher reviews the title and abstract of suitability with the research question. Second, researchers conduct quality assessments. Researchers also eliminated articles that could not be accessed. Third, the researcher reviewed the entire content of each article that had passed the previous stage. The articles produced at this stage are examined comprehensively and used to determine inclusion in this study.

### Constitution of the Corpus of Analysis

Based on the procedures that have been carried out, the inclusion criteria for this study resulted in 48 articles. The following can be briefly seen in figure 2 of the PRISMA procedure. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) procedure is a well-established guideline for reporting systematic reviews and meta-analyses in various fields. It emphasizes transparency, completeness, and accuracy in reporting the rationale, methods, and findings of a review (Page et al., 2021; Bari et al., 2023).

### Characteristics of Included Studies

According to the criteria described in the previous section, this study used 44 articles. Here is the number of articles per database.

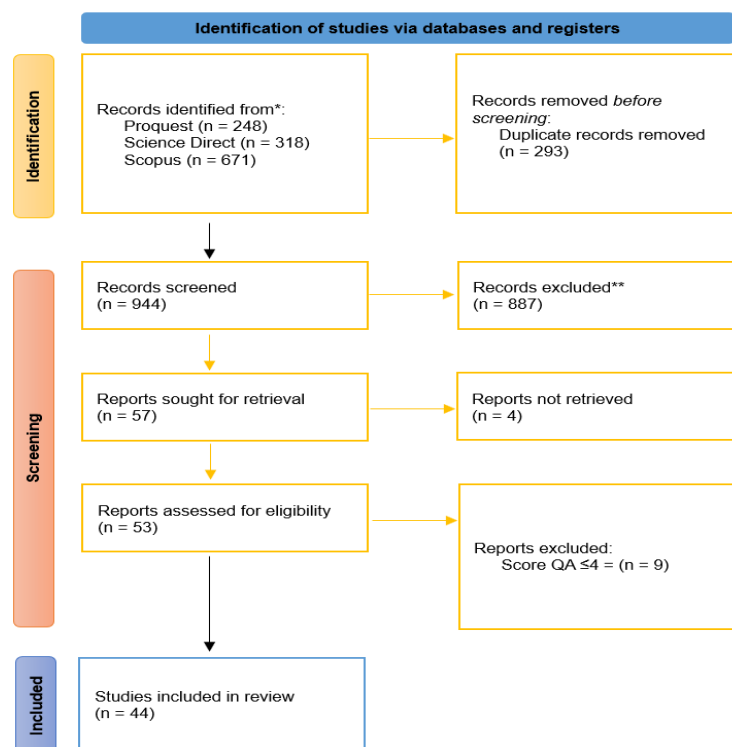
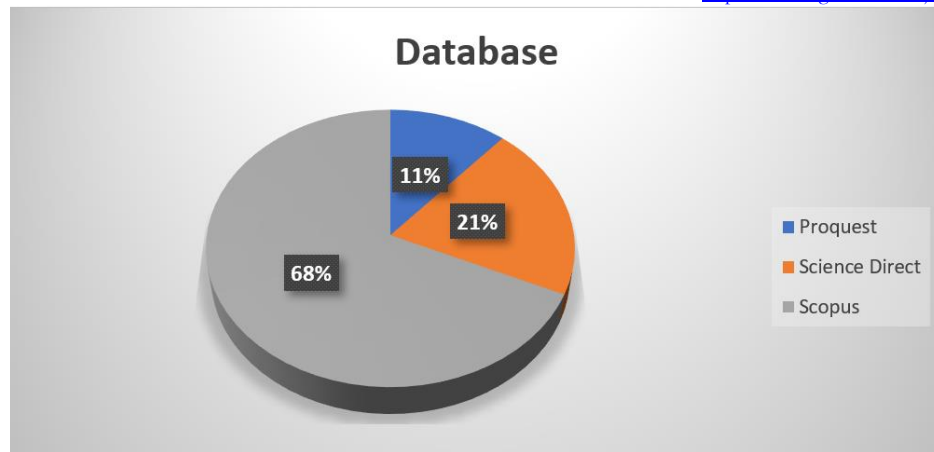


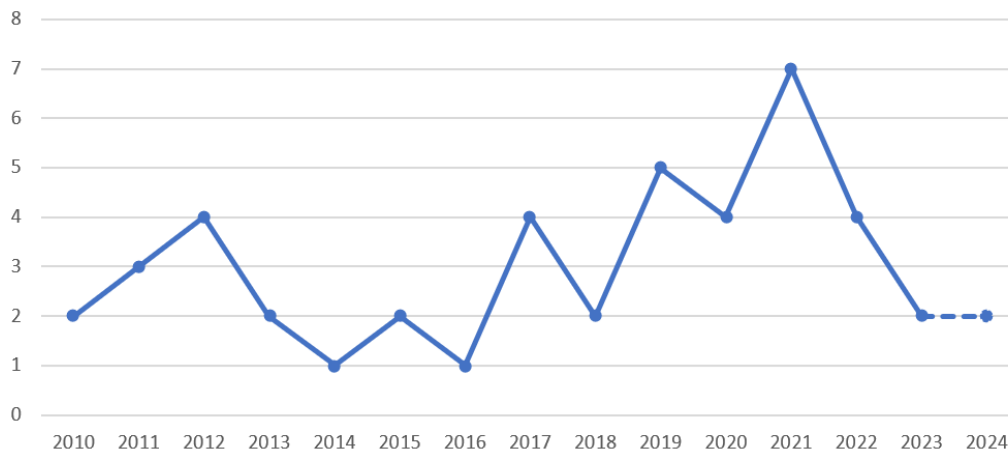
Figure 2. PRISMA procedure report.



**Figure 3.** Article Frequency Per Database.

**Source:** Authors (Results of PRISMA).

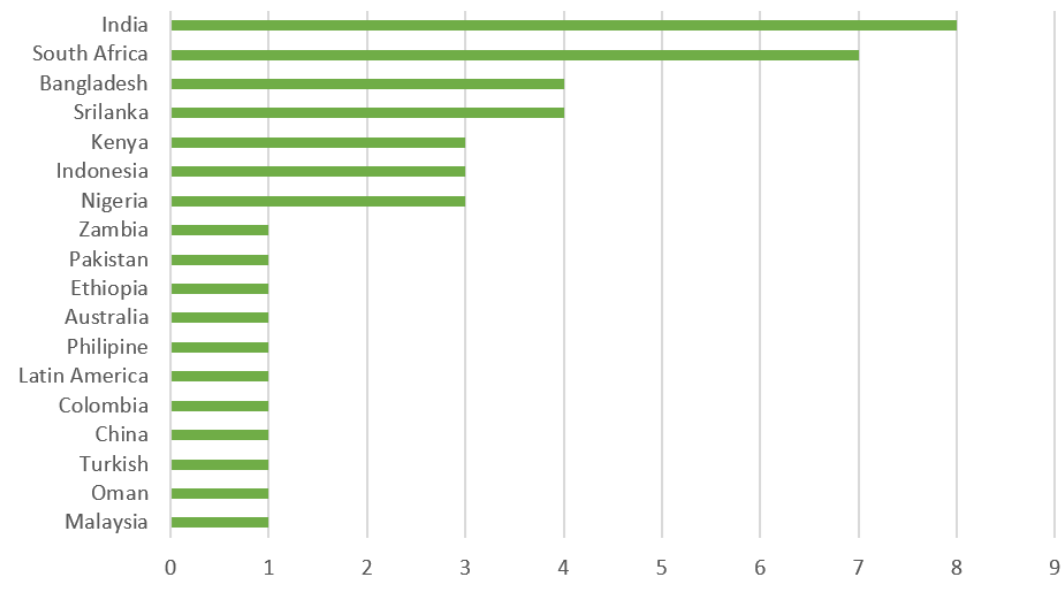
Based on the frequency of articles in each database, it is known that articles in the Scopus database are 30 articles (68%), Science Direct as many as 9 articles (21%), and Proquest as many as 5 article (11%). Meanwhile, based on the number of publications each year, in seen in figure 2 as follows.



**Figure 4.** Publication Frequency Per Year.

**Source:** Authors (Results of PRISMA).

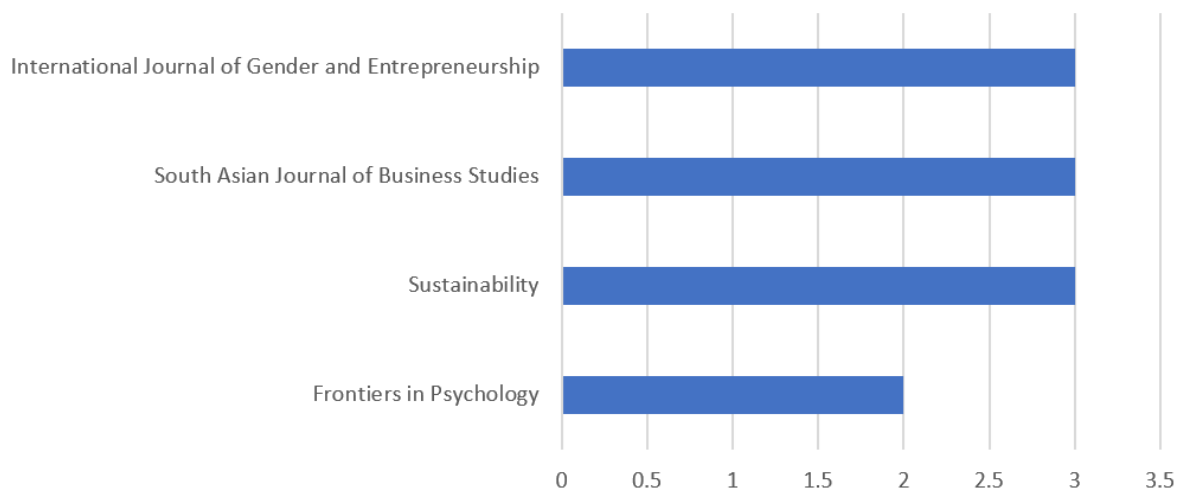
Based on Figure 4, it is known that publication trends related to women's empowerment in the creative economy sector in developing countries fluctuated in the period 2010 to 2024. However, there was a trend of increasing research until 2021. Where 2021 was the peak of research with 7 publications. Then, since 2022, there has been a trend of decreasing research until mid-2024. This shows the level of research saturation but there are still gaps in the development of research models and research approaches. The following is the number of publications based on the country of research location.



**Figure 5.** Research by Country.

**Source:** Authors.

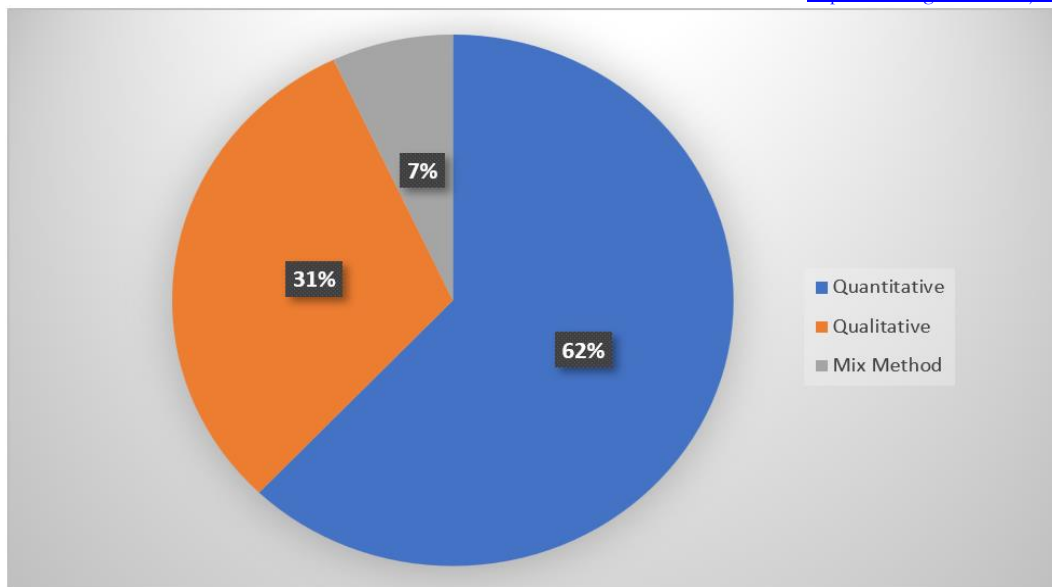
Based on research location, from 2010 to 2024 it is known that India has the highest research on the role of women in the creative economy, namely 8 studies followed by South Africa with 7 studies, Bangladesh and Sri Lanka with 4 studies, and Kenya, Indonesia and Nigeria with 3 studies each. This shows that there is still a lack of similar research, especially in developing countries. Next are the top 10 journals or publishers of the articles analyzed.



**Figure 6.** Top 4 Journals.

**Source:** Authors (Results of PRISMA).

Based on figure 6, it is known that 4 top journals are used as publications for the analyzed articles. The most publications in International Journal of Gender and Entrepreneurship, South Asian Journal of Business Studies, and Sustainability with 3 articles each. Then, Journal Frontiers in Psychology with 2 articles. This shows that these journals most often receive articles on the topic of the role of women in the creative economy. So researchers can further consider these 4 journals for their publication plans. Regarding research methods, the studies used as reference articles found that the research methods used can be seen in the following picture.



**Figure 7.** Distribution of Research Methods.

**Source:** Authors (Results of PRISMA).

Findings on the distribution of research methods show that so far research on carbon emission disclosure is still dominated by quantitative approaches (62%). This shows that further researchers still can use qualitative and mixed methods that are still not used, thus increasing the variety of findings with various methods used. The full article analyzed can be seen in appendix 1. Researchers use codification of analyzed articles to facilitate *systematic literature review*.

#### *Strengths and Limitations*

Researchers use the PRISMA methodology to be able to identify as many studies as possible that qualify for further analysis and guarantee the thoroughness and quality of the articles included in the study. This resulted in researchers analyzing only 44 articles representing 18 developing countries. Researchers have expanded the terms in *various keywords* to be able to describe research internationally, but researchers only limit searches to 3 databases, namely Proquest, ScienceDirect, and Scopus.

#### **Analysis and Synthesis**

##### *Turning Cultural Heritage into Gold: Hidden Economic Potential in Developing Countries*

Cultural heritage has been identified as a significant economic asset for developing countries. Preserving cultural heritage not only plays a vital role in maintaining cultural identity but also has the potential to encourage economic development through tourism. Well-preserved cultural sites can attract tourists, contributing to the local economy and overall national development (Kudumovic, 2020; Omar, 2022). The economic benefits of cultural heritage tourism are enormous, with the potential to strengthen local economies, increase foreign exchange circulation, and provide valuable training experiences that support economic growth (Omar, 2022; Lusetyowati, 2015; Basanisi & Torresetti, 2023). In addition, cultural heritage tourism is seen as a strategy for economic improvement, community development, and poverty alleviation in developing countries (Binns & Nel, 2002).

The sustainable utilization of cultural heritage sites is crucial in attracting investments and fostering economic development through tourism and creative industries (Buonincontri et al., 2017). Sustainable development in cultural heritage tourism involves preserving cultural assets while serving as a bridge between heritage conservation, tourism, and economic progress (Mzembe et al., 2023). Cultural heritage is recognized as a fundamental element for local sustainable development, contributing significantly to the identity of territories and the cultural diversity of local communities (Gravagnuolo et al., 2021). In addition, Nocca (2017) in the research in Malaysia found that preserving cultural heritage can contribute significantly to local economic growth. Local communities can gain new economic opportunities and increase incomes by developing cultural-based creative industries, such as handicrafts and performing arts.

Culture-based creative industries are one of the fastest-growing sectors in developing countries. India's diverse cultural heritage is deeply intertwined with traditional knowledge and local wisdom, which have long served as sources of inspiration for creative pursuits such as handicrafts, design, and performing arts. The handicraft industry in India plays a significant role economically, socially, and culturally (Shah & Patel, 2022). This sector offers employment and livelihood opportunities to skilled artisans in rural and urban areas and is crucial in preserving traditional craftsmanship (Saddikuti, 2016). The traditional craft skills in India, such as the Sikki craft of Bihar, are a testament to the intergenerational transmission of knowledge (Mehta & Kumar, 2022). A similar study conducted by Monalisa et al (2021) in Indonesia found that traditional knowledge about the use of medicinal plants can be integrated into creative industries such as cosmetics and natural body care products. This not only provides economic opportunities for local people but also preserves local wisdom in traditional medicine.

Cultural heritage is also a major attraction in developing countries' sustainable tourism development. Culture-based tourism in Kenya has been demonstrated to provide significant economic benefits to local communities while supporting the conservation of cultural heritage and the natural environment. Research has emphasized the importance of sustainable tourism practices in cultural heritage sites (Buonincontri et al., 2017; Loulanski & Loulanski, 2011). Community-based tourism approaches have been acknowledged as crucial in sustainable tourism development, highlighting the involvement of local communities affected by tourism activities (Dewi et al., 2019; "Applying Sustainable Tourism Indicators to Community-Based Ecotourism Tourist Village Eco-Katun Štavna," 2016). Integrating intangible cultural heritage with tourism has been shown to create economic opportunities for local communities and contribute to the development of unique tourism products (Starčević et al., 2022; Esfehani & Albrecht, 2019). Moreover, the valorization of cultural heritage in tourism has been recognized as economically viable and in line with national ideologies (Kirshenblatt-Gimblett, 2014). A study conducted by Niko (2024) in West Kalimantan, Indonesia, revealed that the development of culture-based tourism, such as tourism villages and cultural festivals, can increase the income of local communities and create new jobs.

However, the study also emphasizes the importance of local community involvement and sustainable management to minimize negative impacts on the local environment and culture. This literature review shows that cultural heritage and local wisdom have great economic potential for developing countries. The development of culture-based creative industries, sustainable tourism, and the utilization of traditional knowledge can provide new economic opportunities for local communities and support efforts to preserve cultural heritage. However, appropriate policies and strategies are needed, as well as the active involvement of local communities to ensure sustainable use and provide optimal economic benefits.

#### *The Central Role of Women in the Preservation of Culture and Local Wisdom*

A study conducted by Supiandi et al (2021) in Indonesia revealed that women play an important role as guardians of tradition and successors of knowledge in local communities. They become the store and distributor of cultural heritage from generation to generation, including knowledge about local wisdom, customs, and traditional practices. A similar study conducted by Baharudin et al (2022) in Malaysia also found that women play a significant role in preserving local culture and wisdom through their active participation in community activities, such as traditional ceremonies and cultural festivals. This role not only maintains the continuity of traditions, but also ensures the transfer of knowledge to the younger generation. The empowerment of women, especially through entrepreneurial activities, is essential for poverty alleviation and meaningful engagement in business growth, highlighting the significant impact women have on economic development in Malaysia (Baharudin et al., 2022; Isa et al., 2021).

A study conducted by (Monalisa et al., 2022) in Indonesia revealed that women have deep knowledge about medicinal plants and traditional medicine techniques. Meanwhile, research conducted by Niko (2024) in West Kalimantan shows that women play an important role in preserving local culture through activities such as making traditional crafts and teaching cultural values to the younger generation. Through activities such as making traditional crafts and teaching performing arts to the younger generation, women contribute to maintaining the sustainability of the cultural heritage.

The participation of women in the workforce and entrepreneurship is essential for national growth and the empowerment of women in India (Chatterjee et al., 2019; Datta & Agarwal, 2017). Despite improving

women's access to education and professional designations, traditional gender roles still influence women's workforce participation and career opportunities (Haq, 2013). Public policies aimed at enhancing work opportunities for women, such as improvements in transportation facilities and employment schemes, have been shown to increase women's participation in the workforce (Desai & Joshi, 2019). Similar research conducted by Arroyo et al (2019), women in Kenya play a significant role in fostering economic competitiveness in their regions through various means. Emphasizing cultural preservation led by women has been noted to contribute to sustainable tourism development. Additionally, studies have highlighted that the economic empowerment of women is crucial for unlocking hidden growth potential in Africa (Halkias et al., 2011). Programs focusing on women's economic empowerment, such as risk management and stakeholder involvement, have been shown to enhance their performance in economic activities (Kaluai & Muathe, 2020).

It can be concluded that women have a central role in preserving local culture and wisdom in various developing countries. They act as guardians of tradition, successors of knowledge, and major actors in preserving traditional arts, crafts, and medicine. In addition, women also play an important role in transferring cultural values to the younger generation, ensuring the sustainability of cultural heritage in the future.

#### *Facing Multiple Challenges: Women's Heroic Efforts in Maintaining Local Wisdom*

Although women play an important role in preserving cultural heritage, they are often marginalized and lack the recognition they deserve. Research conducted by Nugroho et al (2020) in Indonesia thought women play crucial roles in cultural preservation efforts that are often undervalued. Research has highlighted the significant contributions of women in various aspects of cultural heritage preservation. For example, women weavers in the Toba area have been identified as key figures in upholding the cultural weaving traditions of the Toba people (Nugroho et al., 2020). Additionally, women are essential in passing down knowledge and values related to salmon fishing and cultural practices through intergenerational knowledge transfer (Lavoie et al., 2019). Despite these contributions, patriarchal cultural norms continue to hinder women's development and participation in different spheres, including religious and leadership roles (Rachmawati et al., 2023).

Women play an important role in cultural preservation to increase economic competitiveness, but their contributions are often underestimated and receive little support. Research shows that women involved in cultural heritage preservation face challenges related to power dynamics, class differences, and societal status (Klimaszewski et al., 2012). These challenges can hinder the success of conservation efforts and limit recognition of the role of women in safeguarding cultural heritage in order to improve the economy in their regions. Women in South Africa face challenges in preserving local wisdom related to agriculture and natural resource management due to the undervaluation of their roles and knowledge (Haug et al., 2021). Despite women playing a crucial role in agricultural decision-making in various regions of South Africa, their contributions are often underestimated (Haug et al., 2021). This undervaluation of women's knowledge and expertise hinders the preservation and transmission of essential local wisdom in agriculture and natural resource management (Haug et al., 2021).

Another challenge women face in cultural heritage preservation is limited access to resources and training. In Sudan, women engaged in traditional handicraft industries face challenges accessing essential raw materials, equipment, and skills training (Yang et al., 2018). These obstacles hinder the sustainability of traditional craft heritage and the intergenerational transmission of craft skills (Yang et al., 2018). Despite the recognized potential of the traditional handicraft industry, it often operates below its full capacity, both domestically and internationally, due to limitations such as inadequate resources and training (Shafi et al., 2020). Women's involvement in crafts industries can be constrained by the time-consuming nature of feminine crafts, which may offer limited returns and opportunities for skill advancement (Almamari, 2015).

In addition to challenges in access to resources, women also face double burdens and socio-cultural challenges in efforts to preserve cultural heritage. Research conducted by (Komnitsas, 2019; Gough & Rigg, 2012), women involved in traditional handicraft industries in Sudan encounter challenges in accessing essential resources such as raw materials, equipment, and skills training. These obstacles impede the sustainability and development of traditional crafts in developing countries. The lack of access to these



resources not only impacts the continuity of traditional craft heritage but also restricts the competitiveness of the industry in both domestic and international markets (Shafi et al., 2020; Gough & Rigg, 2012). This can cause a double burden and significant stress for women. A study conducted by Abolade, (2021), Gender inequality in Nigeria, particularly in economic activities, is influenced by deep-rooted patriarchal social and cultural norms. These norms have led to significant disparities in various sectors, including economic participation and opportunity, educational attainment, health and survival, and political empowerment (Ogamba, 2019). Studies have shown that gender discrimination hinders economic growth by impeding individual progress, national economic development, and societal transformation (Lawanson & Umar, 2019). The unequal treatment of women, who are often discriminated against and relegated to secondary roles, poses a barrier to achieving sustainable development in the country (Abolade, 2021). This research emphasizes the importance of women's empowerment and a socio-cultural paradigm shift to support their role in preserving cultural heritage.

### *Uniting Women's Power and Culture: Unearthing the Potential of the Creative Economy*

In Mexico, the integration of traditional knowledge, such as natural dyeing techniques and distinctive motifs, into handicraft products has been shown to create unique and high-value creative economy products. This approach not only adds cultural authenticity to the products but also enhances their market value (Jimenez et al., 2022). The use of native resources, like the "Chiapas sheep breed," not only allows for the development and maintenance of traditional ancestral culture but also contributes to the creation of handicrafts that are typical of different regions in Mexico (Jimenez et al., 2022). This not only empowers women economically, but also preserves cultural heritage and local wisdom. A study in Indonesia, traditional knowledge about medicinal plants plays a crucial role in the development of natural and environmentally friendly cosmetic products that can compete in the creative economy market. This traditional knowledge is deeply rooted in various communities across Indonesia, as evidenced by studies conducted in different regions of the country. For instance, research in North Sumatra highlights the potential of traditional markets as sites for bioprospecting and gathering data on medicinal plants (Silalahi et al., 2015). Studies in Yogyakarta and South Sulawesi emphasize the importance of local knowledge in utilizing medicinal plants for family health and education systems (Nahdi, 2016; Zubaidah et al., 2020). Furthermore, research in West Kalimantan sheds light on the challenges faced by communities in preserving traditional medicinal plant practices amidst modernization and environmental degradation (Supiandi et al., 2019).

Empowering women in the culture-based creative economy sector through entrepreneurial development is a multifaceted process that involves providing self-employment opportunities, enhancing entrepreneurship education, and fostering decision-making empowerment. Women's cooperatives, entrepreneurship education programs, and participation in economic decision-making have been identified as key factors in promoting women's empowerment in entrepreneurship (Datta & Gailey, 2012). Additionally, the role of entrepreneurial activities in providing economic security, income generation, and increased self-confidence to women has been highlighted as crucial for empowerment (Duque & Moreno, 2021; Andriamahery & Qamruzzaman, 2022).

In South Africa, empowering women through entrepreneurship training and facilitating access to capital can lead to the establishment of businesses in creative economy sectors such as performing arts, design, and culture-based tourism. Research has shown that fostering entrepreneurship education among women in South Africa is crucial due to the challenges faced by female entrepreneurs in a patriarchal society (Tirivangasi, 2018). Studies have highlighted the importance of addressing gendered lending practices to enable South African women entrepreneurs to access start-up capital (Derera et al., 2014). Additionally, it has been noted that women face difficulties in obtaining start-up capital for venturing into non-traditional industries (Derera et al., 2014). Similar findings were also found in a study conducted by Kaur and Bhatia (2020) in India. The research revealed that with support from the government and community organizations, women can develop entrepreneurial skills and build businesses based on local cultural heritage, such as handicrafts and traditional culinary.

To ensure the sustainability and success of the culture-based creative economy sector, an effective marketing and branding strategy is needed. Research conducted by Datta & Gailey, (2012) in India, there is a growing recognition that women can develop entrepreneurial skills and establish businesses rooted in

local cultural heritage with the support of the government and community organizations. Studies have shown that women in India, despite the challenges posed by a patriarchal society, have engaged in collective entrepreneurship to achieve economic and social empowerment. Cooperative or group entrepreneurship has been highlighted as a preferred form of women's entrepreneurship in India, indicating the importance of collaborative efforts in this context (Katre, 2018). In Indonesia, research has also shown that utilizing social media and digital platforms can enhance the marketing and branding of culture-based creative economy products, enabling women to effectively reach a broader market. Studies have emphasized the significance of social media marketing practices in Indonesia and the effectiveness of creative message strategies across various social media platforms (Kusumasondjaja, 2018). Additionally, studies have demonstrated the positive impact of social media marketing on brand trust, brand image, and purchase intention, particularly in the context of skincare products in Indonesia Ellitan et al. (2022) and male skincare products (Sanny et al., 2020).

#### *Strengthening the Foundations of Cultural Preservation: Government and Stakeholder Contributions in Empowering Women*

The lack of comprehensive policies and effective implementation hindering cultural preservation efforts and women's involvement in Ghana has been a significant challenge. Studies have shown that despite the existence of policies such as abortion laws and safe abortion policies, unsafe abortion practices persist among women in Ghana (Atakro et al., 2019). Additionally, the preservation of digital heritage in Ghana has been a focus, but mainly on documentary heritage rather than digital preservation in public institutions (Adu & Ngulube, 2016). This highlights a gap in addressing comprehensive preservation strategies across different forms of heritage. The study suggests the need for collaboration between governments, civil society organizations, and local communities in developing gender-responsive policies and ensuring women's participation in decision-making processes. Similar findings in Ecuador, were also found the absence of regulations safeguarding intellectual property rights to traditional knowledge presents a significant challenge for women in Ecuador aiming to leverage cultural heritage for economic gain. This issue is critical as it impacts women's economic empowerment through their cultural heritage. Research indicates that protecting traditional knowledge, encompassing practices tied to cultural heritage, through intellectual property rights is essential to uphold the economic and cultural rights of indigenous communities (Daulay & Warman, 2020). Additionally, methodologies such as the contingent valuation method can be employed to estimate the economic value of cultural heritage, aiding in determining the economic significance of non-market goods like cultural heritage (Chung & Lee, 2020). This research emphasizes the importance of a strong legal framework to protect and support women's role as custodians of tradition.

Financial support and training programs for women are important factors in cultural preservation and economic empowerment. Research conducted by Peiris (2023) discusses how women in Sri Lanka carefully cultivate entrepreneurial personas by balancing entrepreneurial ideals with societal expectations around womanhood. This highlights the potential for women to engage in entrepreneurship in the Sri Lankan context. Yogendrarajah (2019) identifies key variables contributing to the success of women entrepreneurs in Sri Lanka, including motivation, self-efficacy, network, and financial strength. These factors are crucial for women to thrive in business ventures. Furthermore, Withanage & Wijekoon (2021) delve into factors associated with intimate partner violence against women in Sri Lanka, shedding light on challenges women may face and the importance of creating supportive environments for women's economic empowerment. The study conducted by Gutierrez & Vafadari (2022) In Malawi, financial support from the government and donor agencies plays a crucial role in empowering women engaged in the culture-based tourism industry. This support is essential for the economic empowerment and social freedom of women involved in tourism enterprises. Sustainable tourism development relies on financial backing to ensure the continuous growth and success of the industry (Matambo & Nyasulu, 2022). The tourism sector has been recognized for providing women with entrepreneurial and employment opportunities, highlighting the importance of financial aid for women's participation in tourism-related activities (Gutierrez & Vafadari, 2022). With these funds, they can develop infrastructure, improve product quality, and promote their cultural heritage more effectively.

In addition to financial support and training, the government and stakeholders also play an important role in facilitating women's access to resources and marketing of cultural-based creative economy products. The

limited access to markets and marketing opportunities presents a significant challenge for women involved in Pakistan's traditional handicraft industry. Various studies have highlighted this issue, focusing on entrepreneurship, cultural heritage preservation, and economic development in Pakistan. Rehman & Roomi (2012) discuss the influence of socio-economic and cultural factors on women's work-life balance in Pakistan, shedding light on the unique challenges faced by women entrepreneurs in the country. Similarly, Yang et al (2018) delve into the preservation of cultural heritage embedded in traditional crafts in developing countries, with a specific case study on the Pakistani handicraft industry, providing insights into the challenges faced by this sector. Shafi et al (2020) emphasize the necessity to revive Pakistan's handicraft industry to prevent the loss of traditional culture and knowledge, underscoring the importance of addressing market access issues.

In India, government involvement plays a crucial role in supporting women entrepreneurs in the culture-based creative economy sector. This support includes providing essential infrastructure and creating marketing platforms tailored to the needs of women entrepreneurs (Kothari, 2017). Women entrepreneurs in India face various challenges such as political instability, poor infrastructure, high production costs, and a non-conducive business environment, which affect them more significantly than their male counterparts. To address these challenges and empower women entrepreneurs, it is essential for decision-makers and policymakers to focus on the constraints faced by women in the cultural-creative sector (Đorić, 2020). With this support, they can promote their products more effectively and reach a wider market.

#### *Utilization of Digital Technology in the Preservation and Promotion of Cultural Heritage*

In Bangladesh, the emphasis on digitization and documentation of cultural heritage plays a crucial role in preservation efforts. Governments can significantly support these initiatives by establishing policies and regulations that provide funding and incentives for conservation projects (Rahman, 2023). The digitization of cultural heritage is essential for ensuring the safety and accessibility of tangible and intangible heritage artifacts to future generations (Kara, 2021). Efforts to digitize cultural heritage assets are necessary to prevent their disappearance or extinction, especially concerning intangible cultural heritage (Isa et al., 2018).

By using digital technologies such as 3D scanning and virtual photography, endangered cultural elements can be effectively documented and preserved. Digitalization also enables wider access to such cultural heritage for the general public and researchers. In Russia, the digitization of cultural heritage has proven to be a valuable tool for identifying and mapping cultural assets dispersed across various regions. This process involves converting physical cultural artifacts into digital formats, creating what is known as digital cultural heritage or cultural heritage information resources (Kara, 2021). By digitizing cultural heritage, institutions can effectively document and analyze historical sites using advanced technologies like terrestrial laser scanning and unmanned aerial vehicle photogrammetry, enabling detailed 3D digital documentation and spatial analysis (Jo & Hong, 2019). Furthermore, the implementation of digitization technologies in cultural heritage has been recognized as significant, especially in the context of post-pandemic recovery, providing insights for local researchers and institutions on the potential of digital cultural heritage (Salleh & Bushroa, 2022).

Digital technology can also be utilized to promote cultural heritage through digital applications and platforms. In Taiwan, the development of augmented reality (AR) applications for cultural heritage tourism is gaining attention. AR technology is increasingly being utilized at cultural heritage sites to enhance the overall tourist experience (Jung et al., 2018). Previous research has primarily focused on user acceptance of AR in cultural heritage tourism, investigating factors influencing visitors' decisions to adopt or reject the technology (Han et al., 2017). As the adoption of AR accelerates, cultural heritage sites are beginning to explore the potential opportunities offered by this innovative technology (Dieck & Jung, 2017).

Social media has also become an effective tool in raising awareness and marketing of cultural products. The utilization of social media by artisan women in Pakistan has been demonstrated to significantly enhance the visibility and marketing of their handicraft products. Research has shown that social media plays a pivotal role in various sectors in Pakistan, such as politics, health, and education (Taufiq et al., 2019). Specifically, a study on professional development among female librarians in Pakistan has underscored the advantages and perceptions of social media use, indicating its relevance in empowering women in diverse professions (Khan & Du, 2017). Additionally, the substantial percentage of active social media users in Pakistan suggests

a favorable environment for utilizing social media platforms for marketing and visibility purposes (Ishfaq & Huang, 2021).

Social media has been acknowledged as a powerful tool for disseminating information about cultural heritage and promoting culture-based tourism to a broader audience, particularly engaging the younger generation (Liang et al., 2021). Studies have shown that social media platforms offer a unique opportunity for a wider range of stakeholders to participate in the decision-making processes related to cultural heritage management (Liang et al., 2021). Furthermore, social media can serve as a means to share information about history, cultural identity, and other components of a territory, contributing significantly to the promotion of intangible cultural heritage (Hammou et al., 2020).

#### *Picking the Sweet Fruits of Empowerment: Successful Examples from Developing Countries*

Inspiring stories of empowering women in the preservation of cultural heritage in developing countries are increasingly being revealed. In Yadav et al (2020) research, a program to involvement of women in the production of traditional handicrafts made from recycled materials in India has led to a 60% increase in their income, showcasing a significant achievement in promoting sustainability, preserving the environment, and upholding local culture. Women indeed play a crucial role in the handicraft sector in India, contributing significantly to the rich cultural heritage of the country. The handicraft industry in India is labor-intensive and involves millions of artisans, who are either wage workers or self-employed individuals (Guha et al., 2021). Challenges such as issues related to child labor and other labor problems have impacted the marketing and exports of handicrafts in the sector (Jamir, 2020).

Women's empowerment in the culture-based tourism industry has been a catalyst for the revitalization of traditional villages and the preservation of heritage performing arts in Nepal. Studies have shown that initiatives focusing on women's empowerment in the tourism sector can lead to sustainable social change and community development (McMillan et al., 2011). Commercial hospitality has been highlighted as a means to empower women and drive positive transformations in Nepal (McMillan et al., 2011). Additionally, the engagement and empowerment of women have been identified as crucial factors in promoting the preservation of cultural heritage in rural areas (Shen et al., 2021).

In Brazil, programs involving indigenous women in producing and marketing traditional crafts have shown success in creating economic opportunities while preserving local wisdom and sustainability. Indigenous communities have responded positively to market pressures, demonstrating that community-based natural resource management can be a significant approach for conservation (Richards, 1997). These initiatives are crucial for maintaining cultural heritage and empowering indigenous women, linking their involvement in craft production to discourses around gender equity and empowerment (Forstner, 2012).

While in Morocco, research by Nicholas (2021), women play a crucial role in preserving high-quality weaving traditions by integrating heritage skills into the contemporary fashion industry. Traditional Moroccan cloth production involves rural women's weaving cooperatives, where technical training and product development workshops are utilized to maintain and enhance weaving practices. Women in Morocco engage in weaving and domestic activities to acquire and develop valued performances of femininity, which are essential for their recognition within female groups (Naji, 2012). The provision of proper weaving rooms is recognized as a significant way to support and encourage women weavers, highlighting their key role in improving living quality (Wiyatiningsih, 2023).

Meanwhile, In the Asia Pacific region, initiatives in Vietnam have been examined to empower women in preserving traditional dances as cultural tourism attractions. Studies have shown that the preservation of traditional dances plays a crucial role in maintaining cultural heritage (Martha et al., 2023). Traditional dances are considered valuable cultural assets that need to be safeguarded and promoted (Suandewi et al., 2023). The empowerment of women in this context not only contributes to preserving cultural traditions but also enhances their agency and achievements (Kabeer, 1999). This practice not only preserves the sustainability of heritage performing arts, but also creates jobs and encourages local economic development. While in Walter, P (2021) noted women's success in developing culture-based ecotourism, utilizing traditional knowledge about sustainable management of natural resources.

A number of initiatives have provided valuable lessons on effective strategies in empowering women to preserve cultural heritage. Study In Kenya, empowering women to take on leadership roles through training,

mentoring, policy development, and capacity building initiatives is crucial for enabling their active involvement in decision-making processes related to cultural preservation. Despite the country's commitment to advancing women in leadership roles, deep-rooted cultural norms and practices often hinder women's progress by perpetuating stereotypes and expectations that prioritize women's roles as wives and mothers (Hockett, 2021). These traditional perceptions of women as inferior and subordinate to men persist, impacting women's participation in decision-making and leadership positions (Pair et al., 2021; Daniel, 2012).

In Bangladesh, the involvement of local stakeholders, including community leaders and youth groups, plays a crucial role in supporting efforts to empower women as agents of cultural preservation. This involvement is significant due to the changing socio-economic landscape in Bangladesh, where traditional patriarchal structures are being challenged by women's increasing participation in economic activities (Head et al., 2015). Efforts to empower women in Bangladesh have included initiatives such as promoting girls' education, providing stipends for female students, raising community awareness, and constructing girls' schools (Hossain, 2024). Women's empowerment in Bangladesh is multifaceted and includes aspects such as access to credit, income-earning work, involvement in nonfamily institutions, and control over resources (Kabeer, 1999; Schuler et al., 2016).

Owuor (2008) study In Algeria, there is a growing recognition of the significance of incorporating traditional knowledge and skills into formal education curricula to ensure that younger generations can understand and value their cultural heritage. This integration of traditional knowledge into education systems aligns with the broader global discourse on the importance of cultural diversity and indigenous knowledge in education. The process of integrating traditional knowledge into formal education faces challenges such as negotiating institutional traditions and disciplinary differences, designing and implementing integrated curricula, and employing learning-centered pedagogical strategies (Pearson & Hubball, 2012). Despite these challenges, the potential benefits of integrating traditional knowledge into formal education are substantial, as it can contribute to sustainable development and the preservation of cultural heritage (Owuor, 2008).

In Zambia, the establishment of networks and platforms for women to exchange knowledge and skills and collaborate on cultural preservation efforts is crucial. Research has indicated that factors such as perceived poor quality of maternal healthcare services, negative staff attitudes, shortage of qualified staff, lack of necessary supplies, social and cultural norms, women's low social status, and lack of decision-making autonomy hinder women from utilizing maternal healthcare services in rural Zambia (Sialubanje et al., 2015). Psychosocial and environmental factors have also been identified as contributors to the low utilization of maternal healthcare services in Zambia, highlighting the importance of understanding the barriers women encounter (Sialubanje et al., 2014). Moreover, the intersection of patriarchal norms with women's economic survival strategies in Zambia underscores the intricate cultural realities affecting women's lives (Muzyamba, 2020).

Although diverse, these best practices offer opportunities for collaboration and replication across national borders. The potential for knowledge exchange and partnership between women's communities in developing countries that share similar cultural heritages is a valuable avenue for mutual learning and support. By leveraging cultural heritage as a resource, communities can foster sustainable development and strengthen their ties. This approach aligns with the concept of a "heritage community" as outlined in the Faro Convention, emphasizing the importance of involving local communities in decision-making processes related to the adaptive reuse and valorization of cultural heritage (Gravagnuolo et al., 2021). Such partnerships can lead to the creation of shared and sustainable development scenarios, promoting cultural cohesion, ecosystem protection, and economic growth (Veghes, 2019).

In addition, Lal and Singh's (2023) research to effectively transfer culture-based models of women's empowerment across regions while considering the unique social, economic, and cultural contexts, a "cross-context learning" approach is proposed. This approach involves understanding the multifaceted nature of women's empowerment, which includes dimensions such as agency, resources, mobility, and various arenas where empowerment can be exercised (Upadhyay et al., 2014; Huis et al., 2017; Muluneh et al., 2021; Borghei et al., 2015). It is crucial to recognize that measures of empowerment may vary in relevance across different contexts, highlighting the need for tailored approaches when transferring empowerment models (Upadhyay & Karasek, 2012). Additionally, the development of novel indicators, like the SWPER index,

can provide valuable tools for monitoring and researching women's empowerment in diverse settings (Ewerling et al., 2017).

To establish a regional network for women craftsmen that allows for cross-border exchange of knowledge, skills, and market access, it is essential to consider various factors highlighted in the literature. Co-operatives play a crucial role in enabling women to collaborate, achieve economies of scale, and enhance their bargaining power in the market (Msosa, 2022). Additionally, facilitating the transfer of craftsmen's knowledge is vital for organizational performance, leveraging their unique skills and traditions to improve market visibility (Latilla et al., 2019). Guilds historically provided craftsmen with market privileges through collusion with sovereign authorities, showcasing the benefits of collective action (Dolejší, 2022).

By studying successful examples, learning from past initiatives, and taking advantage of cross-country collaboration and replication opportunities, we can continue to strengthen women's empowerment efforts to preserve cultural heritage in developing countries. These practices not only provide inspiration, but also provide a concrete roadmap to achieve more inclusive, sustainable, and empowering goals for cultural preservation globally.

## Conclusion

Based on this comprehensive literature review, it can be concluded that women play a central role in efforts to preserve cultural heritage and local wisdom in developing countries. Despite challenges such as marginalization, limited access to resources, double burdens, and socio-cultural barriers, women continue to struggle as guardians of tradition, successors of knowledge, and key actors in preserving traditional arts, crafts, and medicine.

However, behind these challenges is implied the great economic potential of cultural heritage and local wisdom. By empowering women in the culture-based creative economy sector, such as integrating traditional knowledge into creative economy products, developing entrepreneurship, and improving marketing and branding, developing countries can achieve a dual benefit: preserving cultural heritage while opening up new economic opportunities for society, especially women.

To achieve this, active support and involvement from the government and other stakeholders is needed, through gender-responsive policies, financial support, training programs, and facilitation of access to resources and marketing. In addition, the use of digital technology such as digitalization, applications, and social media can also be a catalyst in efforts to preserve and promote cultural heritage.

Furthermore, this literature review reveals inspiring stories and best practices from developing countries in empowering women to preserve cultural heritage. Learnings from these initiatives, as well as opportunities for collaboration and replication across national borders, pave the way for more inclusive, sustainable, and empowering cultural preservation efforts globally.

Thus, women's empowerment in cultural heritage preservation is not only an important issue in the context of local identity and wisdom, but also an opportunity for sustainable economic development and relies on local strengths in developing countries. Through synergy between government, stakeholders, and women as agents of change, we can reap the sweet fruits of our cultural heritage, while ensuring its sustainability for future generations.

## Disclosure statement

No potential conflict of interest was reported by the author(s).

## Acknowledgments

We are grateful to the supervisors who have provided useful input and guidance in writing this article. Thank you also to the editor who allowed this article to be published. We also thank the reviewers who have provided criticism and suggestions for improving this article. We also are grateful to the Agency for the Assessment and Application of Technology (BPPT) and Educational Fund Management Institution (LPDP), Ministry of Finance of the Republic of Indonesia, for supporting and funding the Doctoral Program in Economics at the Faculty of Economics and Business, Universitas Brawijaya

## References

- Abolade, D. (2021). Gender equality and sustainable development in nigeria: issues and challenges. *Trends Economics and Management*, 15(37). <https://doi.org/10.13164/trends.2021.37.9>
- Adu, K. and Ngulube, P. (2016). Preserving the digital heritage of public institutions in ghana in the wake of electronic government. *Library Hi Tech*, 34(4), 748-763. <https://doi.org/10.1108/lht-07-2016-0077>
- Almamari, B. (2015). What happens when women dominate traditional craft industries. *Sage Open*, 5(2), 215824401558756. <https://doi.org/10.1177/2158244015587562>
- Andriamahery, A. and Qamruzzaman, M. (2022). Do access to finance, technical know-how, and financial literacy offer women empowerment through women's entrepreneurial development?. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.776844>
- Arroyo, C. G., Barbieri, C., Sotomayor, S., & Knollenberg, W. (2019). Cultivating women's empowerment through agritourism: evidence from andean communities. *Sustainability*, 11(11), 3058. <https://doi.org/10.3390/su11113058>
- Atakro, C., Addo, S., Aboagye, J., Menlah, A., Garti, I., Amoa-Gyarteng, K., ... & Boni, G. (2019). Contributing factors to unsafe abortion practices among women of reproductive age at selected district hospitals in the ashanti region of ghana. *BMC Women S Health*, 19(1). <https://doi.org/10.1186/s12905-019-0759-5>
- Baharudin, M. H., Rusok, N. H. M., Ramzi, M. I., Ghazali, S. A. M., & Ridzwan, R. (2022). Social capital and women entrepreneurs success: a proposed framework. *International Journal of Academic Research in Business and Social Sciences*, 12(7). <https://doi.org/10.6007/ijarbss/v12-i7/14178>
- Borghiei, N. S., Taghipour, A., Roudsari, R. L., & Keramat, A. (2015). Development and validation of a new tool to measure iranian pregnant women's empowerment. *Eastern Mediterranean Health Journal*, 21(12), 897-905. <https://doi.org/10.26719/2015.21.12.897>
- Buonincontri, P., Marasco, A., & Ramkissoon, H. (2017). Visitors' experience, place attachment and sustainable behaviour at cultural heritage sites: a conceptual framework. *Sustainability*, 9(7), 1112. <https://doi.org/10.3390/su9071112>
- Buonincontri, P., Morvillo, A., Okumus, F., & Niekerk, M.V. (2017). Managing the experience co-creation process in tourism destinations: Empirical findings from Naples. *Tourism Management*, 62, 264-277.
- Bari, A. A., Amzil, M., Mazzaourou, A., & Agouram, J. (2023). The structural transformation of territories and the climate governance of an urban area: The mediating role of human capital in adaptation processes. *Economy*, 10(1), 19–28. <https://doi.org/10.20448/economy.v10i1.4983>
- Basanisi, M., & Torresetti, R. (2023). An overview of technical analysis in systematic trading strategies returns and a novel systematic strategy yielding positive significant returns. *Journal of Contemporary Research in Business, Economics and Finance*, 5(1), 12–24. <https://doi.org/10.55214/jcrbef.v5i1.204>
- Chatterjee, N., Das, N., & Srivastava, N. (2019). A structural model assessing key factors affecting women's entrepreneurial success. *Journal of Entrepreneurship in Emerging Economies*, 11(1), 122-151. <https://doi.org/10.1108/jee-08-2016-0030>
- Chung, N. and Lee, W. (2020). Preserving the culture of jeju haenyeo (women divers) as a sustainable tourism resource. *Sustainability*, 12(24), 10564. <https://doi.org/10.3390/su122410564>
- Daniel, K. (2012). Factors affecting women participation in electoral politics in africa. *International Journal of Psychology and Behavioral Sciences*, 2(3), 57-63. <https://doi.org/10.5923/j.ijpbs.20120203.01>
- Datta, P. B. and Gailey, R. (2012). Empowering women through social entrepreneurship: case study of a women's cooperative in india. *Entrepreneurship Theory and Practice*, 36(3), 569-587. <https://doi.org/10.1111/j.1540-6520.2012.00505.x>
- Datta, S. and Agarwal, U. (2017). Factors effecting career advancement of indian women managers. *South Asian Journal of Business Studies*, 6(3), 314-336. <https://doi.org/10.1108/sajbs-07-2016-0062>
- Daulay, Z. and Warman, K. (2020). Protective strategies for the ownership of traditional medicine knowledge. *Indian Journal of Forensic Medicine & Toxicology*. <https://doi.org/10.37506/ijfmt.v14i4.12305>
- Dewi, M. A., Rachmawati, I., Issundari, S., & Sugiarto, M. (2019). Fostering sustainable tourism development in merauke through community-based tourism. *SOCIA: Jurnal Ilmu-Ilmu Sosial*, 16(2), 124-132. <https://doi.org/10.21831/socia.v16i2.26778>
- Derera, E., Chitakunye, P., O'Neill, C., & Tarkhar-Lail, A. (2014). Gendered lending practices: enabling south african women entrepreneurs to access start-up capital. *Journal of Enterprising Culture*, 22(03), 313-330. <https://doi.org/10.1142/s0218495814500137>
- Desai, S. and Joshi, O. (2019). The paradox of declining female work participation in an era of economic growth. *The Indian Journal of Labour Economics*, 62(1), 55-71. <https://doi.org/10.1007/s41027-019-00162-z>
- Dieck, M. and Jung, T. (2017). Value of augmented reality at cultural heritage sites: a stakeholder approach. *Journal of Destination Marketing & Management*, 6(2), 110-117. <https://doi.org/10.1016/j.jdmm.2017.03.002>
- Dolejší, D. (2022). Feudal bargain in prague: the rise, spread, and fall of craft guilds. *Rationality and Society*, 34(2), 237-267. <https://doi.org/10.1177/10434631221092758>
- Đorić, Ž. (2020). Creative economy: exploring the concept and european perspective. *Skola Biznisa*, (2), 142-172. <https://doi.org/10.5937/skolbiz2-28894>
- Duque, J. and Moreno, S. (2021). Informal entrepreneurship and women's empowerment – the case of street vendors in urban colombia. *International Journal of Gender and Entrepreneurship*, 14(2), 188-212. <https://doi.org/10.1108/ijge-04-2021-0068>
- Ellitan, L., Harvina, L., & Lukito, R. (2022). The effect of social media marketing on brand image, brand trust, and purchase intention of somethinc skincare products in surabaya. *Journal of Entrepreneur & Business*, 3(2), 104-114. <https://doi.org/10.24123/jeb.v3i2.4801>
- Esfehani, M. and Albrecht, J. (2019). Planning for intangible cultural heritage in tourism: challenges and implications. *Journal of Hospitality & Tourism Research*, 43(7), 980-1001. <https://doi.org/10.1177/1096348019840789>
- Ewerling, F., Lynch, J., Victora, C. G., Eerdewijk, A. v., Tyszler, M., & Barros, A. J. D. (2017). The swper index for women's empowerment in africa: development and validation of an index based on survey data. *The Lancet Global Health*, 5(9), e916-e923. [https://doi.org/10.1016/s2214-109x\(17\)30292-9](https://doi.org/10.1016/s2214-109x(17)30292-9)

- Forstner, K. (2012). Women's group-based work and rural gender relations in the southern peruvian andes. *Bulletin of Latin American Research*, 32(1), 46-60. <https://doi.org/10.1111/j.1470-9856.2011.00693.x>
- Gough, K. and Rigg, J. (2012). Reterritorialising rural handicrafts in thailand and vietnam: a view from the margins of the miracle. *Environment and Planning a Economy and Space*, 44(1), 169-186. <https://doi.org/10.1068/a44175>
- Gravagnuolo, Antonia & Angrisano, Mariarosaria & Bosone, Martina & Buglione, F & De Toro, Pasquale & Fusco Girard, Luigi. (2024). Participatory evaluation of cultural heritage adaptive reuse interventions in the circular economy perspective: A case study of historic buildings in Salerno (Italy). *Journal of Urban Management*. 13. 10.1016/j.jum.2023.12.002.
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to eastern india. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339-364. <https://doi.org/10.1108/jrme-07-2020-0097>
- Gutierrez, E. and Vafadari, K. (2022). Women in community-involved tourism enterprises: experiences in the philippines. *Asia Pacific Viewpoint*, 64(1), 85-97. <https://doi.org/10.1111/apv.12361>
- Gravagnuolo, A., Micheletti, S., & Bosone, M. (2021). A participatory approach for “circular” adaptive reuse of cultural heritage. building a heritage community in salerno, italy. *Sustainability*, 13(9), 4812. <https://doi.org/10.3390/su13094812>
- Halkias, D., Nwajiuba, C., Harkiolakis, N., & Caracatsanis, S. M. (2011). Challenges facing women entrepreneurs in nigeria. *Management Research Review*, 34(2), 221-235. <https://doi.org/10.1108/01409171111102821>
- Hammou, I., Aboudou, S., & Makloul, Y. (2020). Social media and intangible cultural heritage for digital marketing communication: case of marrakech crafts. *Marketing and Management of Innovations*, (1), 121-127. <https://doi.org/10.21272/mmi.2020.1-09>
- Han, D., Dieck, M., & Jung, T. (2017). User experience model for augmented reality applications in urban heritage tourism. *Journal of Heritage Tourism*, 13(1), 46-61. <https://doi.org/10.1080/1743873x.2016.1251931>
- Haq, R. (2013). Intersectionality of gender and other forms of identity. *Gender in Management: An International Journal*, 28(3), 171-184. <https://doi.org/10.1108/gm-01-2013-0010>
- Haug, R., Mwaseba, D. L., Njarui, D. M. G., Moeletsi, M. E., Magalasi, M., Mutimura, M., ... & Aamodt, J. T. (2021). Feminization of african agriculture and the meaning of decision-making for empowerment and sustainability. *Sustainability*, 13(16), 8993. <https://doi.org/10.3390/su13168993>
- Head, S. L., Yount, K. M., Hennink, M., & Sterk, C. E. (2015). Customary and contemporary resources for women's empowerment in bangladesh. *Development in Practice*, 25(3), 360-374. <https://doi.org/10.1080/09614524.2015.1019338>
- Hockett, E. (2021). Women in leadership: a study of five kenyan principals and their challenges as leaders. *SN Social Sciences*, 1(7). <https://doi.org/10.1007/s43545-021-00186-7>
- Holtorf, C. (2018). Embracing change: how cultural resilience is increased through cultural heritage. *World Archaeology*, 50(4), 639-650. <https://doi.org/10.1080/00438243.2018.1510340>
- Hossain, M. (2024). Exploring contemporary challenges and prospective solutions for women's empowerment: does women's empowerment impact achieving sustainable development goal five?. *Business Strategy & Development*, 7(1). <https://doi.org/10.1002/bsd2.355>
- Huis, M., Hansen, N., Otten, S., & Lensink, R. (2017). A three-dimensional model of women's empowerment: implications in the field of microfinance and future directions. *Frontiers in Psychology*, 8. <https://doi.org/10.3389/fpsyg.2017.01678>
- Isa, F., Nor, N., & Noor, S. (2021). Leadership and decision-making style among women entrepreneurs: a case of malaysia. *International Review of Management and Business Research*, 10(1), 68-79. [https://doi.org/10.30543/10-1\(2021\)-7](https://doi.org/10.30543/10-1(2021)-7)
- Isa, W., Zin, N., Rosdi, F., & Sarim, H. (2018). Digital preservation of intangible cultural heritage. *Indonesian Journal of Electrical Engineering and Computer Science*, 12(3), 1373. <https://doi.org/10.11591/ijeecs.v12i3.pp1373-1379>
- Jamir, I. (2020). Impact of global financial crisis on indian handicrafts exports: a breakpoint analysis. *Global Business Review*, 25(2\_suppl), S103-S120. <https://doi.org/10.1177/0972150920954612>
- Jimenez, L., Estrada, P., Avalos, J., Perezgrovas, R., Chavez-Rivera, O., Vargas-Bello-Pérez, E., ... & González-Ronquillo, M. (2022). Retrospective study of production and commercialization of sheep wool from mexico.. <https://doi.org/10.5772/intechopen.101970>
- Jo, Y. and Hong, S. (2019). Three-dimensional digital documentation of cultural heritage site based on the convergence of terrestrial laser scanning and unmanned aerial vehicle photogrammetry. *Isprs International Journal of Geo-Information*, 8(2), 53. <https://doi.org/10.3390/ijgi8020053>
- Jung, T., Lee, H., Chung, N., & Dieck, M. C. t. (2018). Cross-cultural differences in adopting mobile augmented reality at cultural heritage tourism sites. *International Journal of Contemporary Hospitality Management*, 30(3), 1621-1645. <https://doi.org/10.1108/ijchm-02-2017-0084>
- Kabeer, N. (1999). Resources, agency, achievements: reflections on the measurement of women's empowerment. *Development and Change*, 30(3), 435-464. <https://doi.org/10.1111/1467-7660.00125>
- Kaluai, F. and Muathe, S. (2020). Project management practices and performance of women economic empowerment in kiambu and nairobi counties, kenya. *Business Management and Strategy*, 11(2), 22. <https://doi.org/10.5296/bms.v11i2.17573>
- Kara, G. K. T. (2021). Developing a sustainable cultural heritage information system. *Library Hi Tech News*, 38(6), 17-20. <https://doi.org/10.1108/lhtn-08-2021-0053>
- Katre, A. (2018). Facilitating affective experiences to stimulate women's entrepreneurship in rural india. *International Journal of Gender and Entrepreneurship*, 10(3), 270-288. <https://doi.org/10.1108/ijge-01-2018-0007>
- Kirshenblatt-Gimblett, B. (2014). Intangible heritage as metacultural production. *Museum International*, 66(1-4), 163-174. <https://doi.org/10.1111/muse.12070>
- Klimaszewski, C., Bader, G., & Nyce, J. M. (2012). Studying up (and down) the cultural heritage preservation agenda: observations from romania. *European Journal of Cultural Studies*, 15(4), 479-495. <https://doi.org/10.1177/1367549412455495>
- Komnitsas, K. (2019). Editorial for special issue “recent advances in hydro- and bihydrometallurgy”. *Minerals*, 9(7), 424. <https://doi.org/10.3390/min9070424>



- Kothari, T. (2017). Women entrepreneurs' path to building venture success: lessons from india. *South Asian Journal of Business Studies*, 6(2), 118-141. <https://doi.org/10.1108/sajbs-03-2016-0021>
- Kudumović, L. (2020). Cultural landscape preservation in Bosnia and Herzegovina in the frame of tourism development. *TEM Journal*, 740-749. <https://doi.org/10.18421/tem92-42>
- Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 1135-1158. <https://doi.org/10.1108/apjml-10-2017-0267>
- Latilla, V., Frattini, F., Petruzzelli, A., & Berner, M. (2019). Knowledge management and knowledge transfer in arts and crafts organizations: evidence from an exploratory multiple case-study analysis. *Journal of Knowledge Management*, 23(7), 1335-1354. <https://doi.org/10.1108/jkm-11-2018-0699>
- Lavoie, A., Lee, J., Sparks, K., Hoseth, G., & Wise, S. (2019). Engaging with women's knowledge in bristol bay fisheries through oral history and participatory ethnography. *Fisheries*, 44(7), 331-337. <https://doi.org/10.1002/fsh.10271>
- Lawanson, O. and Umar, D. (2019). Gender inequality and its implication for inclusive growth in nigeria from 1980 to 2018. *Asian Economic and Financial Review*, 9(7), 789-806. <https://doi.org/10.18488/journal.aefr.2019.97.789.806>
- Liang, X., Lü, Y., & Martin, J. (2021). A review of the role of social media for the cultural heritage sustainability. *Sustainability*, 13(3), 1055. <https://doi.org/10.3390/su13031055>
- Liu, C., Su, W., Tan, Z., Zhang, J., & Dong, W. (2023). The interaction between microbiota and immune in intestinal inflammatory diseases: global research status and trends. *Frontiers in Cellular and Infection Microbiology*, 13. <https://doi.org/10.3389/fcimb.2023.1128249>
- Loulanski, T. and Loulanski, V. (2011). The sustainable integration of cultural heritage and tourism: a meta-study. *Journal of Sustainable Tourism*, 19(7), 837-862. <https://doi.org/10.1080/09669582.2011.553286>
- Matambo, E. and Nyasulu, M. (2022). Statistical and grey forecasting of the inbound tourism to malawi. *International Journal of Grey Systems*, 2(2), 5-12. <https://doi.org/10.52812/ijgs.48>
- McMillan, C., O'Gorman, K. D., & Maclaren, A. (2011). Commercial hospitality. *International Journal of Contemporary Hospitality Management*, 23(2), 189-208. <https://doi.org/10.1108/09596111111119329>
- Mehta, R. and Kumar, R. (2022). Traditional craft skills in india- reflection of sikki craft of bihar and pathways to sustainability. *Towards Excellence*, 1812-1822. <https://doi.org/10.37867/te1402151>
- Monalisa, M., Fakhri, M., & Perbawati, C. C. (2022). Relevance of who traditional medicine strategy (2014-2023) with traditional health care policy in the perspective of national law and international law. *Asian Journal of Legal Studies*, 1(1), 25-34. <https://doi.org/10.53402/ajls.v1i1.117>
- Msosa, S. K. (2022). Challenges facing women cooperatives in accessing markets for agricultural products: a systematic literature review. *International Review of Management and Marketing*, 12(6), 37-43. <https://doi.org/10.32479/irmm.13420>
- Muluneh, M. D., Francis, L., Ayele, M., Abebe, S., Makonnen, M., & Stulz, V. (2021). The effect of women's empowerment in the utilization of family planning in western Ethiopia: a structural equation modeling approach. *International Journal of Environmental Research and Public Health*, 18(12), 6550. <https://doi.org/10.3390/ijerph18126550>
- Muzyamba, C. (2020). Metoo movement and sexual violence in women: a qualitative study from zambia.. <https://doi.org/10.21203/rs.3.rs-22249/v1>
- Mzembe, T., Chikwapulo, V., Kamninga, T. M., Vellemu, R., Mohamed, S., Nthakomwa, L., Chifungo, C., Wazny, K., Musau, K., Abdullahi, L., Peterson, M., Madise, N., & Chipeta, M. G. (2023). Interventions to enhance healthcare utilisation among pregnant women to reduce maternal mortality in low- and middle-income countries: a review of systematic reviews. *BMC public health*, 23(1), 1734. <https://doi.org/10.1186/s12889-023-16558-y>
- Nahdi, M. (2016). The ethnobotany of medicinal plants in supporting the family health in turgo, yogyakarta, indonesia. *Biodiversitas Journal of Biological Diversity*, 17(2), 900-906. <https://doi.org/10.13057/biodiv/d170268>
- Niko, N., Widianingsih, I., Sulaelman, M., & Fedryansyah, M. (2024). Indigenous women's connection to forest: colonialism, lack of land ownership and livelihood deprivations of dayak benawan in indonesia. *Feminist Encounters: A Journal of Critical Studies in Culture and Politics*, 8(1), 22. <https://doi.org/10.20897/femenc/14233>
- Nocca, F. (2017). The role of cultural heritage in sustainable development: multidimensional indicators as decision-making tool. *Sustainability*, 9(10), 1882. <https://doi.org/10.3390/su9101882>
- Nugroho, C., Nurhayati, I. K., Nasionalita, K., & Malau, R. M. U. (2020). Weaving and cultural identity of batak toba women. *Journal of Asian and African Studies*, 56(6), 1165-1177. <https://doi.org/10.1177/0021909620958032>
- Ogamba, I. (2019). "of age – off school": sexual maturation, girls' education and capabilities. *Health Education*, 119(3), 202-214. <https://doi.org/10.1108/he-03-2019-0012>
- Owuor, J. (2008). Integrating african indigenous knowledge in kenya's formal education system: the potential for sustainable development. *Journal of Contemporary Issues in Education*, 2(2). <https://doi.org/10.20355/c5z594>
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T., Mulrow, C. D., ... & Moher, D. (2021). The prisma 2020 statement: an updated guideline for reporting systematic reviews. *BMJ*, n71. <https://doi.org/10.1136/bmj.n71>
- Pair, E., Vicas, N., Weber, A., Meausoone, V., Zou, J., & Njuguna, A. (2021). Quantification of gender bias and sentiment toward political leaders over 20 years of kenyan news using natural language processing. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.712646>
- Pearson, M. L. and Hubball, H. (2012). Curricular integration in pharmacy education. *American Journal of Pharmaceutical Education*, 76(10), 204. <https://doi.org/10.5688/ajpe7610204>
- Peiris, P. (2023). Understanding women's performance of entrepreneurship in the sri lankan context. *International Journal of Gender and Entrepreneurship*, 16(2), 164-196. <https://doi.org/10.1108/ijge-05-2022-0086>
- Rachmawati, R., Purba, H., Irawan, A., Sudaryanto, T., Dermoredjo, S., & Rola-Rubzen, M. (2023). The role of women's participation in regional development in java, indonesia. *Iop Conference Series Earth and Environmental Science*, 1153(1), 012039. <https://doi.org/10.1088/1755-1315/1153/1/012039>
- Rahman, S. (2023). A review on the issues and challenges of heritage preservation in the industry revolution 4.0. *International Journal of Academic Research in Business and Social Sciences*, 13(12). <https://doi.org/10.6007/ijarbs/v13-i12/19922>

- Richards, M. (1997). Common property resource institutions and forest management in latin america. *Development and Change*, 28(1), 95-117. <https://doi.org/10.1111/1467-7660.00036>
- Rehman, S. and Roomi, M. (2012). Gender and work-life balance: a phenomenological study of women entrepreneurs in pakistan. *Journal of Small Business and Enterprise Development*, 19(2), 209-228. <https://doi.org/10.1108/14626001211223865>
- Saddikuti, V. (2016). Approaches for enhancing competitiveness of moradabad handicrafts manufacturing units. *International Journal of Technology Management & Sustainable Development*, 15(3), 253-273. [https://doi.org/10.1386/tmsd.15.3.253\\_1](https://doi.org/10.1386/tmsd.15.3.253_1)
- Salleh, S. and Bushroa, A. (2022). Bibliometric analysis on the implementation digitization technologies in cultural heritage in malaysia. *Malaysian Journal of Society and Space*, 18(2). <https://doi.org/10.17576/geo-2022-1802-22>
- Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). Purchase intention on indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139-2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Schuler, S., Lenzi, R., Badal, S., & Bates, L. (2016). Women's empowerment as a protective factor against intimate partner violence in bangladesh: a qualitative exploration of the process and limitations of its influence. *Violence Against Women*, 23(9), 1100-1121. <https://doi.org/10.1177/1077801216654576>
- Shafi, M., Yin, L., & Yuan, Y. (2020). Revival of the traditional handicraft enterprising community in pakistan. *Journal of Enterprising Communities People and Places in the Global Economy*, 15(4), 477-507. <https://doi.org/10.1108/jec-07-2020-0129>
- Shah, A. and Patel, R. M. (2022). Handicraft artisans of rural gujarat: from the view point of experts. *Towards Excellence*, 2198-2210. <https://doi.org/10.37867/te1402184>
- Shen, J., Huang, F., & Chou, R. (2021). Agricultural-heritage-oriented rural revitalization: experiences from the ancient tea town of xiping. *Land*, 10(9), 927. <https://doi.org/10.3390/land10090927>
- Sialubanje, C., Massar, K., Hamer, D. H., & Ruiter, R. A. C. (2015). Reasons for home delivery and use of traditional birth attendants in rural zambia: a qualitative study. *BMC Pregnancy and Childbirth*, 15(1). <https://doi.org/10.1186/s12884-015-0652-7>
- Silalahi, M., Walujo, E., Supriatna, J., & Mangunwardoyo, W. (2015). The local knowledge of medicinal plants trader and diversity of medicinal plants in the kabanjahe traditional market, north sumatra, indonesia. *Journal of Ethnopharmacology*, 175, 432-443. <https://doi.org/10.1016/j.jep.2015.09.009>
- Starčević, K., Vojinović, Ž., & Glavaš, J. (2022). Intangible cultural heritage and their influence on financial results in rural tourism. *Ekonomika Poljoprivrede*, 69(2), 483-496. <https://doi.org/10.5937/ekopolj2202483s>
- Suárez, M. K. C., Pérez, P. D. S., & García-Almeida, D. J. (2001). The succession process from a resource- and knowledge-based view of the family firm. *Family Business Review*, 14(1), 37-46. <https://doi.org/10.1111/j.1741-6248.2001.00037.x>
- Supiandi, M. I., Ege, B., Julung, H., Zubaidah, S., & Mahanal, S. (2021). Ethnobotany of traditional medicine in dayak jangkang tribe, sanggau district, west kalimantan, indonesia. *Biodiversitas Journal of Biological Diversity*, 22(12). <https://doi.org/10.13057/biodiv/d221224>
- Tirivangasi, H. (2018). Fostering entrepreneurship education among women and girls in south africa: destroying the gendered and encultured patriarchies. *Journal of Economics and Behavioral Studies*, 9(6(j)), 227-236. [https://doi.org/10.22610/jeb.v9i6\(j\).2019](https://doi.org/10.22610/jeb.v9i6(j).2019)
- Torrieri, F., Fumo, M., Sarnataro, M., & Ausiello, G. (2019). An integrated decision support system for the sustainable reuse of the former monastery of "Ritiro del Carmine" in the Campania region. *Sustainability*, 11(19), 5244. <https://doi.org/10.3390/su11195244>
- Upadhyay, U. D. and Karasek, D. (2012). Women's empowerment and ideal family size: an examination of dhs empowerment measures in sub-saharan africa. *International Perspectives on Sexual and Reproductive Health*, 38(02), 078-089. <https://doi.org/10.1363/3807812>
- Upadhyay, U., Gipson, J., Withers, M., Lewis, S., Ciaraldi, E., Fraser, A., ... & Prata, N. (2014). Women's empowerment and fertility: a review of the literature. *Social Science & Medicine*, 115, 111-120. <https://doi.org/10.1016/j.socscimed.2014.06.014>
- Vegheš, C. (2019). Cultural heritage: the forgotten resource for marketing and sustainable development of the local communities. *European Journal of Sustainable Development*, 8(3), 41. <https://doi.org/10.14207/ejsd.2019.v8n3p41>
- Walter, P. (2011). Gender analysis in community-based ecotourism. *Tourism Recreation Research*, 36(2), 159-168. <https://doi.org/10.1080/02508281.2011.11081316>
- Withanage, N. and Wijekoon, S. (2021). Identification of associated factors and prediction for the level of intimate partner violence against women in sri lanka. *International Journal for Research in Applied Sciences and Biotechnology*, 8(5). <https://doi.org/10.31033/ijrasb.8.5.2>
- Yadav, U. S., Tripathi, R., & Tripathi, M. A. (2020). Strategies for development of handicraft sector (small industries) in india. *SEDME (Small Enterprises Development, Management & Extension Journal): A Worldwide Window on MSME Studies*, 47(3), 175-193. <https://doi.org/10.1177/09708464211037466>
- Yang, Y., Shafi, M., Xia, S., & Ruo, Y. (2018). Preservation of cultural heritage embodied in traditional crafts in the developing countries. a case study of pakistani handicraft industry. *Sustainability*, 10(5), 1336. <https://doi.org/10.3390/su10051336>
- Yogendrarajah, R. (2019). Exploring the factors on micro and small women entrepreneurs' success in northern province of sri lanka. *International Journal of Accounting and Financial Reporting*, 9(1), 257. <https://doi.org/10.5296/ijaf.v9i1.14221>
- Zubaidah, S., Azis, S., Mahanal, S., Batoro, J., & Sumitro, S. (2020). Local knowledge of traditional medicinal plants use and education system on their young of ammatoa kajang tribe in south sulawesi, indonesia. *Biodiversitas Journal of Biological Diversity*, 21(9). <https://doi.org/10.13057/biodiv/d210909>

## Appendix

No	Code	Year	Authors	Title	Journal
1	PQ01	2021	Abolade, D	Gender equality and sustainable development in Nigeria: issues and challenges	Trends Economics and Management
2	PQ02	2014	Derera, E., Chitakunye, P., O'Neill, C., & Tarkhar-Lail, A	Gendered lending practices: Enabling South African women entrepreneurs to access start-up capital	Journal of Enterprising Culture
3	PQ03	2021	Isa, F., Nor, N., & Noor, S	Leadership and decision-making style among women entrepreneurs: a case of Malaysia	International Review of Management and Business Research
4	PQ04	2024	Niko, N., Widianingsih, I., Sulaeman, M., & Fedryansyah, M	Indigenous women's connection to forests: colonialism, lack of land ownership, and livelihood deprivations of Dayak Benawan in Indonesia.	Feminist Encounters: A Journal of Critical Studies in Culture and Politics
5	PQ05	2021	Withanage, N. and Wijekoon, S. (2021)	Identification of associated factors and prediction for the level of intimate partner violence against women in Sri Lanka	International Journal for Research in Applied Sciences and Biotechnology, 8(5). <a href="https://doi.org/10.31033/ijrasb.8.5.2">https://doi.org/10.31033/ijrasb.8.5.2</a>
6	SC01	2015	Almamari, B	What happens when women dominate traditional craft industries	Sage Open
7	SC02	2022	Andriamahery, A. and Qamruzzaman, M	Do access to finance, technical know-how, and financial literacy offer women empowerment through women's entrepreneurial development?	Frontiers in Psychology
8	SC03	2019	Arroyo, C. G., Barbieri, C., Sotomayor, S., & Knollenberg, W	Cultivating women's empowerment through agritourism: evidence from Indian communities.	Sustainability
9	SC04	2021	Chatterjee, N., Das, N., & Srivastava, N	A structural model assessing key factors affecting women's entrepreneurial success.	Journal of Entrepreneurship in Emerging Economies
10	SC05	2020	Chung, N. and Lee, W	Preserving the culture of Jeju haenyeo (women divers) as a	Sustainability

				sustainable tourism resource	
11	SC06	2012	Datta, P. B. and Gailey, R	Empowering women through social entrepreneurship: a case study of a women's cooperative in India.	South Asian Journal of Business Studies
12	SC07	2017	Datta, S. and Agarwal, U	Factors affecting career advancement of Indian women managers.	Entrepreneurship Theory and Practice
13	SC08	2021	Duque, J. and Moreno, S	Informal entrepreneurship and women's empowerment – the case of street vendors in urban Colombia.	International Journal of Gender and Entrepreneurship
14	SC09	2017	Ewerling, F., Lynch, J., Victora, C. G., Eerdewijk, A. v., Tyszler, M., & Barros, A. J. D.	The SWPER index for women's empowerment in Africa: development and validation of an index based on survey data.	The Lancet Global Health
15	SC10	2012	Forstner, K	Women's group-based work and rural gender relations in the southern Peruvian Andes.	Bulletin of Latin American Research
16	SC11	2022	Gutierrez, E. and Vafadari, K	Women in community-involved tourism enterprises: experiences in the Philippines.	Asia Pacific Viewpoint
17	SC12	2011	Halkias, D., Nwajiuba, C., Harkiolakis, N., & Caracatsanis, S. M	Challenges facing women entrepreneurs in Nigeria.	Management Research Review
18	SC13	2021	Haug, R., Mwaseba, D. L., Njarui, D. M. G., Moelets, M. E., Magalasi, M., Mutimura, M., ... & Aamodt, J. T	Feminization of African agriculture and the meaning of decision-making for empowerment and sustainability.	Sustainability
19	SC14	2015	Head, S. L., Yount, K. M., Hennink, M., & Sterk, C. E	Customary and contemporary resources for women's empowerment in Bangladesh.	Development in Practice
20	SC15	2024	Hossain, M	Exploring contemporary challenges and prospective solutions for women's empowerment: does women's empowerment impact achieving sustainable development goal five?	Business Strategy & Development
21	SC16	2017	Huis, M., Hansen, N., Otten, S., & Lensink, R	A three-dimensional model of women's	Frontiers in Psychology

				empowerment: implications in microfinance and future directions.	
22	SC17	2019	Kabeer, N	Resources, agency, achievements: reflections on the measurement of women's empowerment.	Development and Change
23	SC18	2018	Katre, A	It facilitates compelling experiences that stimulate women's entrepreneurship in rural India.	International Journal of Gender and Entrepreneurship
24	SC19	2017	Kothari, T	Women entrepreneurs' path to building venture success: lessons from India	South Asian Journal of Business Studies
25	SC20	2019	Lavoie, A., Lee, J., Sparks, K., Hoseth, G., & Wise, S	Engaging with women's knowledge in Bristol Bay fisheries through oral history and participatory ethnography	Fisheries
26	SC21	2019	Lawanson, O. and Umar, D	Gender inequality and its implication for inclusive growth in Nigeria from 1980 to 2018.	Asian Economic and Financial Review
27	SC22	2022	Msosa, S. K.	Challenges facing women cooperatives accessing agricultural product markets: a systematic literature review.	International Review of Management and Marketing
28	SC23	2021	Muluneh, M. D., Francis, L., Ayele, M., Abebe, S., Makonnen, M., & Stulz, V	The effect of women's empowerment in the utilization of family planning in western Ethiopia: a structural equation modeling approach.	International Journal of Environmental Research and Public Health
29	SC24	2021	Pair, E., Vicas, N., Weber, A., Meausoone, V., Zou, J., & Njuguna, A	I am quantifying gender bias and sentiment toward political leaders over 20 years of Kenyan news using natural language processing.	Frontiers in Psychology
30	SC25	2023	Peiris, P.	Understanding women's entrepreneurship performance in the Sri Lanka context is important.	International Journal of Gender and Entrepreneurship
31	SC26	2023	Rachmawati, R., Purba, H., Irawan, A., Sudaryanto, T,	The role of women's participation in regional	IOP Conference Series Earth and Environmental Science

			Dermoredjo, S., & Rola-Rubzen, M.	development in Java, Indonesia.	
32	SC27	2012	Rehman, S. and Roomi, M.	Gender and work-life balance: a phenomenological study of women entrepreneurs in Pakistan.	Journal of Small Business and Enterprise Development
33	SC28	2016	Schuler, S., Lenzi, R., Badal, S., & Bates, L.	Women's empowerment as a protective factor against intimate partner violence in Bangladesh: a qualitative exploration of the process and limitations of its influence.	Violence Against Women
34	SC29	2012	Upadhyay, U. D., and Karasek, D.	Women's empowerment and ideal family size: examining DHS empowerment measures in sub-Saharan Africa.	International Perspectives on Sexual and Reproductive Health
35	SC30	2011	Walter, P.	Gender analysis in community-based ecotourism.	Tourism Recreation Research
36	SD01	2022	Baharudin, M. H., Rusok, N. H. M., Ramzi, M. I., Ghazali, S. A. M., & Ridzwan, R.	Social capital and women entrepreneurs success: a proposed framework.	International Journal of Academic Research in Business and Social Sciences
37	SD02	2012	Daniel, K.	Factors affecting women's participation in electoral politics in Africa.	International Journal of Psychology and Behavioral Sciences
38	SD03	2019	Desai, S. and Joshi, O.	The paradox of declining female work participation in an era of economic growth.	The Indian Journal of Labour Economics
39	SD04	2013	Haq, R.	Intersectionality of gender and other forms of identity.	Gender in Management: An International Journal
40	SD05	2021	Hockett, E.	Women in leadership: a study of five Kenyan principals and their leadership challenges.	SN Social Sciences
41	SD06	2020	Kaluai, F. and Muathe, S.	Project management practices and performance of women economic empowerment in Kiambu and Nairobi counties, Kenya.	Business Management and Strategy
42	SD07	2020	Muzyamba, C	Metoo movement and sexual violence in women	A qualitative study from Zambia.
43	SD08	2018	Tirivangasi, H	Fostering entrepreneurship education among	Journal of Economics and Behavioral Studies Journal of Economics and Behavioral Studies

				women and girls in South Africa: destroying the gendered and encultured patriarchies	
44	SD09	2019	Yogendrarajah, R.	We are exploring the factors affecting the success of micro and small women entrepreneurs in the northern province of Sri Lanka.	International Journal of Accounting and Financial Reporting