

Mapping the Landscape of Mompreneurship: A Systematic Review and Bibliometric Analysis

Vishal R

SSN school of management, Chennai, India

*Corresponding author's email id: vishal2350600@ssn.edu.in

ABSTRACT

In light of the dearth of thorough summaries in the body of existing literature, this paper combines the systematic review and bibliometric analysis to convey the emerging topic of mompreneurship methodically. This study conducts a comprehensive, systematic review with bibliometric and content analysis of 43 Scopus-indexed articles based on the PRISMA framework to identify the performance and science mapping of extant literature published from 2011 to 2024. Our findings show that the research has grown a lot in terms of publications. The publications have mostly come from the United States. The contributors to the field have preferred qualitative research (interview) with more focus on grounded theory. The geographical focus of the research has been on the United Kingdom, which is consistent with the contribution patterns. This study employs bibliometric analysis using RStudio to scrutinize the data source. Additionally, Content analysis has been conducted to identify an emerging theme including the Classification of entrepreneurs based on motivation, ICT adoption on mompreneurship, and Mompreneurs as a Link to Several Key SDGs. A conceptual framework has been modelled portraying the complete picture, following which potential areas of research have been suggested. This is the first comprehensive literature review article using a hybrid approach (systematic literature review, bibliometric analysis, and content analysis) in mompreneurship .

Keyword: Mompreneurship, RStudio, ICT adoption, PRISMA.

