

# Building Sustainable Competitive Edge for Women Entrepreneurs Leveraging Personalized AI Recommender System

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## ABSTRACT

In the era of globalization and environmental challenges, sustainability has become a critical factor shaping the future of entrepreneurship and global competitiveness. Sustainable entrepreneurship combines economic success with environmental and social responsibility, while sustainable global competitiveness emphasizes inclusive prosperity without compromising future potential. The concept of entrepreneurship as creative destruction highlights how sustainable entrepreneurs drive progress by challenging outdated practices with innovative solutions. Women entrepreneurs play a vital role in advancing sustainable entrepreneurship, contributing significantly to growth and inclusive development. Globally, female entrepreneurial activity is growing, with Chile (30.2%) and Ecuador (33.4%) leading, while in the U.S., women's participation in new businesses surged from 28% in 2019 to 49% in 2021. In India, women represent only 14% of entrepreneurs, facing barriers like limited access to funding, mentorship, and networks. Societal constraints, family responsibilities, and gaps in education and technology further restrict their scalability and competitiveness. This study addresses these barriers by fostering sustainable women entrepreneurship through training, empowerment, and resource-building initiatives. At its core is an AI-based recommendation system providing personalized guidance, funding access, mentorship, and skill development solutions. Informed by interviews with unrecognized women entrepreneurs, the system is tailored to meet practical needs effectively. The initiative equips women returning from career breaks, restarters, and freshers with tools to rebuild or establish entrepreneurial ventures. By breaking barriers, it seeks to create an inclusive entrepreneurial ecosystem, enabling women to drive meaningful economic and social impact while achieving long-term success.

**Keywords:** Women Entrepreneurship, Global competitiveness, Sustainable business.

