



Technology- driven empowerment: Enhancing work & life equalization among Women Entrepreneurs

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Abstract

The rapid advancement of digital technologies has significantly reshaped the landscape of entrepreneurship, offering new opportunities for women entrepreneurs to achieve economic independence and social empowerment. This study explores the role of digital transformation in enhancing women's entrepreneurial capabilities while addressing the persistent challenge of maintaining work-life harmony. Despite increased access to digital tools such as e-commerce platforms, social media marketing, and financial technologies, women entrepreneurs often face barriers including digital illiteracy, limited access to resources, and role conflicts between professional and personal responsibilities.

This paper identifies these challenges and proposes a solution framework centered on digital skill development, flexible work models, and supportive policy interventions. The integration of digital platforms enables women to manage businesses remotely, optimize time, and balance domestic responsibilities more effectively. Furthermore, mentorship programs, online training, and government-backed digital initiatives can bridge knowledge gaps and foster inclusive growth. The study concludes that digital transformation, when supported by targeted capacity-building measures and institutional support, can significantly empower women entrepreneurs while promoting sustainable work-life equalization.

Keywords: Digital transformation, women entrepreneurship, empowerment, work-life equalization, digital skills, inclusive growth

Introduction

In the contemporary digital era, technology has emerged as a transformative force reshaping economic structures and social dynamics across the globe. The integration of digital tools, platforms, and innovations into business processes has opened new avenues for entrepreneurship, particularly for women. Traditionally, women entrepreneurs have faced multiple challenges such as limited access to finance, restricted mobility and socio-cultural constraints. However, the advent of digital technologies including e-commerce, mobile applications, cloud computing, and social media has significantly reduced these barriers and enabled women to participate more actively in economic activities^[1].

Technology-driven empowerment refers to the use of digital resources and innovations to enhance individual's capabilities, decision-making power and overall quality of life. For women entrepreneurs, this empowerment extends beyond economic independence to include greater autonomy, confidence, and social recognition. Digital platforms allow women to start, manage and expand businesses from home or flexible workspaces, thereby bridging the gap between professional aspirations and personal responsibilities.

Women Entrepreneurship in the Digital Age

Women entrepreneurship has gained momentum in recent years, driven by increased access to education, government initiatives, and technological advancements. Digital transformation has played a pivotal role in enabling women to overcome traditional entry barriers in business. Online marketplaces, digital payment systems, and virtual networking platforms have democratized access to customers and resources, allowing women entrepreneurs to compete in both local and global markets. Moreover, technology facilitates innovation and creativity among

women entrepreneurs by providing tools for product development, marketing, and customer engagement. Social media platforms, for instance, have become powerful channels for branding and communication, enabling women-led enterprises to reach wider audiences with minimal investment. As a result, digital entrepreneurship has become a viable and attractive option for women seeking financial independence and career flexibility^[2].

Today, women are leveraging tools such as e-commerce websites, social media, mobile applications, and digital payment systems to establish and expand their businesses with greater ease and flexibility. Thus, the digital age has opened new pathways for women entrepreneurship, continuous support, training, and empowerment is essential to ensure sustainable growth and effective work-life equalization.

Work & Life Equalization

Work-life equalization, often referred to as work-life balance or harmony, is a critical aspect of sustainable entrepreneurship. It involves the effective management of professional responsibilities alongside personal and family commitments. For women entrepreneurs, achieving this balance is particularly challenging due to their dual roles in both economic and domestic spheres. Technology plays a crucial role in facilitating work-life equalization by enabling flexible work arrangements, remote operations, and efficient time management. Digital tools such as scheduling applications, communication platforms, and automated systems help streamline business processes, reducing the time and effort required for daily operations. This flexibility allows women to allocate time effectively between work and personal life, thereby enhancing overall well-being and productivity^[3].

However, the constant connectivity enabled by digital technologies can also blur the boundaries between work and personal life, leading to increased stress and burnout. Therefore, it is essential to adopt a balanced approach to technology usage to ensure that it contributes positively to work-life equalization.

Technology-Driven Empowerment

Despite the numerous benefits of digital transformation, women entrepreneurs continue to face several challenges in leveraging technology effectively. Digital illiteracy, lack of access to reliable internet infrastructure, and limited financial resources can hinder the adoption of digital tools. Additionally, societal expectations and gender norms often place disproportionate domestic responsibilities on women, limiting their ability to fully engage in entrepreneurial activities.

Cyber security concerns, online harassment, and data privacy issues further complicate the digital landscape for women entrepreneurs. These challenges highlight the need for targeted interventions, including digital literacy programs, financial support, and policy measures that promote gender equality in the digital economy [4].

Need for Technology-Driven Empowerment

The need for technology-driven empowerment is more critical than ever in fostering inclusive and sustainable economic development. Empowering women entrepreneurs through digital means not only enhances their individual

capabilities but also contributes to broader socio-economic progress, innovation, and support community development. Governments, non-governmental organizations, and private sector stakeholders play a vital role in creating an enabling environment for technology adoption among women entrepreneurs.

Initiatives such as skill development programs, digital training workshops, and access to affordable technology can significantly enhance women’s participation in the digital economy. Furthermore, supportive policies that encourage work flexibility and provide social security benefits can help women achieve better work-life equalization [5].

Technology-driven empowerment has the potential to revolutionize women entrepreneurship by providing opportunities for growth, flexibility, and independence. While digital transformation offers numerous advantages, it also presents challenges that must be addressed to ensure sustainable development. Achieving work and life equalization remains a key concern for women entrepreneurs, and technology, when used effectively, can serve as a powerful tool in balancing these dual responsibilities. Therefore, a holistic approach that combines technological innovation with supportive policies and capacity-building initiatives is essential for empowering women entrepreneurs in the digital age.

Further this paper discusses about the chapters literature review, proposed work, methodology, result and analysis and finally ends with conclusion and future enhancement.

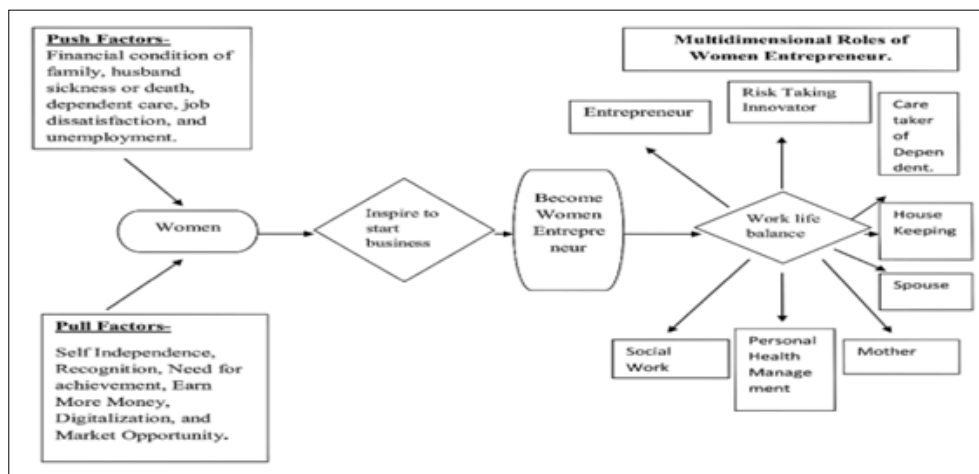


Fig 1: Work-Life Balances of Women Entrepreneurs

The Figure shows how women become entrepreneurs and achieve work-life equalization. It begins with push factors like financial problems or unemployment and pulls factors like the desire for independence, recognition, and better income, which motivate women to start a business. This leads to the stage of becoming a women entrepreneur. As they run their business, they aim to maintain work-life balance, which is the central focus. At this stage, women manage multiple roles such as entrepreneur, risk-taker, caregiver, homemaker, spouse, and mother, along with social and personal responsibilities.

Objective of The Research

- To examine the role of digital technologies in empowering women entrepreneurs.
- To analyze how technology adoption influences work and life equalization among women entrepreneurs.

- To identify the key challenges faced by women entrepreneurs in utilizing digital tools effectively.
- To evaluate the impact of digital platforms on business growth, flexibility, and productivity.
- To suggest strategies and solutions for enhancing technology-driven empowerment and achieving better work-life equalization.

Scope of The Study

This study focuses on examining how technology-driven empowerment influences the work and life equalization of women entrepreneurs. It aims to analyze the extent to which digital tools and platforms contribute to improved business performance and personal well-being. The study also explores the challenges faced by women in adopting technology and identifies strategies to overcome these barriers.

By understanding the relationship between digital transformation and work-life equalization, this research seeks to provide insights into creating a more inclusive and supportive entrepreneurial ecosystem for women.

Literature Review

The concept of technology-driven empowerment has gained significant attention in recent years, particularly in the context of women entrepreneurship and work-life equalization. With the rapid advancement of digital technologies, scholars have increasingly focused on how digital tools and platforms enable women to overcome traditional barriers such as limited mobility, restricted access to resources, and socio-cultural constraints.

Existing literature highlights that technology not only facilitates business growth and innovation but also provides flexibility in managing professional and personal responsibilities. However, studies also reveal that despite these advantages, women entrepreneurs continue to face challenges related to digital literacy, role conflict, and societal expectations.

Therefore, the literature underscores the need to examine the dual impact of digital transformation in enhancing empowerment while ensuring effective work and life equalization among women entrepreneurs.

Taneja and Kumar (2024) ^[10] examined the determinants of work-life balance among women entrepreneurs in India and found that factors such as family responsibilities, time management, and social support significantly influence their ability to maintain equilibrium between professional and personal life.

Their study highlights that excessive domestic obligations and lack of structured time allocation negatively affect work-life balance, while supportive family environments and better health management improve it. The authors emphasize the importance of skill development and institutional support in helping women entrepreneurs effectively manage dual roles.

Saraswathi and Dharmalingam (2023) ^[8] explored the challenges and opportunities faced by women entrepreneurs, focusing on work-life balance as a central issue. The study identifies that despite policy support and increasing participation in entrepreneurship, women continue to struggle with multiple role expectations at home and work. The authors argue that achieving work-life balance is essential not only for individual well-being but also for the sustainability of women-led enterprises, suggesting the need for a more inclusive entrepreneurial ecosystem.

Owusu (2024) ^[5, 11] conducted a analysis on gender equality and work-life balance in the digital era, emphasizing the growing importance of digital technologies in shaping modern work environments.

The study reveals that digital transformation has created both opportunities and challenges for women, enabling flexible work arrangements while simultaneously increasing workload and stress due to constant connectivity. The research underscores the need for balanced digital engagement to ensure positive outcomes in work-life equalization.

Pallavi and Kumari (2025) ^[6] analyzed the impact of digitalization on women entrepreneurs' work-life balance and found that digital tools have significantly contributed to the growth of female entrepreneurship in India.

The study highlights that digital platforms such as e-commerce and online communication tools allow women to manage businesses more efficiently. However, it also points out that societal expectations and gender roles continue to create additional pressure on women entrepreneurs, leading to higher levels of work-family conflict.

Mweha (2025) ^[3] examined digital transformation as a tool for enhancing resilience among women entrepreneurs in the post-COVID economy. The study identifies that technologies such as mobile money, digital financial services, and e-commerce platforms help women overcome traditional barriers related to market access and financial inclusion.

The findings suggest that digital transformation not only improves business performance but also provides flexibility, thereby supporting better work-life equalization among women entrepreneurs.

Huang *et al.*, (2025) ^[2] investigated the factors influencing female entrepreneurial performance and found that digital capabilities, access to resources, and innovation significantly enhance business success. The study highlights that technological adoption plays a crucial role in improving productivity and enabling women entrepreneurs to compete in dynamic markets. It further suggests that integrating digital tools into business operations can reduce workload inefficiencies and indirectly contribute to better work-life management.

Wu and Li (2024) ^[11] discussed the broader impact of digital transformation on entrepreneurship and innovation, emphasizing that digitalization has become a key driver of economic development. Their study indicates that digital technologies facilitate opportunity recognition, resource mobilization, and business expansion. For women entrepreneurs, this transformation provides a platform to overcome structural barriers and engage in entrepreneurial activities with greater flexibility, thereby supporting work-life equalization.

OECD (2024) highlighted the potential of women in digital innovation and stressed the importance of inclusive participation in the digital economy. The report points out that despite representing a significant portion of the population; women are underrepresented in digital sectors and entrepreneurial activities.

It advocates for policy interventions, skill development, and access to digital resources to empower women, which in turn can enhance their economic participation and improve their ability to balance work and personal life.

Baba, Krishnan and Goswami (2025) ^[1] conducted a comprehensive review of work-life balance among women and found that societal expectations and gender roles continue to influence women's professional and personal lives.

The study emphasizes that achieving work-life balance is essential for improving quality of life and overall well-being. It also highlights that technological advancements have the potential to reshape traditional roles, offering women greater flexibility and control over their work schedules.

Santos *et al.*, (2025) ^[7] (as cited in recent digital entrepreneurship studies) emphasized that digital technologies enhance resource mobilization, innovation, and opportunity recognition among entrepreneurs. The integration of digital tools into business operations enables

women entrepreneurs to expand their market reach and improve efficiency.

The study suggests that digital transformation serves as a catalyst for empowerment by reducing operational constraints and enabling flexible work arrangements, thereby supporting work-life equalization. The reviewed literature consistently indicates that digital transformation plays a significant role in empowering women entrepreneurs by enhancing business opportunities, flexibility, and productivity.

However, challenges such as digital illiteracy, societal expectations, and work-family conflict persist. Most studies emphasize the need for skill development, supportive policies, and balanced technology usage to achieve effective work and life equalization. Thus, technology-driven empowerment emerges as a crucial factor in promoting sustainable women entrepreneurship and improving overall well-being.

Proposed Work

The proposed work focuses on developing a structured approach to empower women entrepreneurs through digital technologies while ensuring effective work and life equalization. In the context of increasing digital adoption, it is essential to create solutions that not only enhance business performance but also support women in balancing their professional and personal responsibilities. This section outlines strategic initiatives and practical interventions aimed at leveraging technology to achieve sustainable empowerment and improved quality of life for women entrepreneurs.

Development of a Digital Empowerment Framework

The proposed work introduces a comprehensive framework that integrates digital technologies with women entrepreneurship to enhance empowerment and work-life equalization. This framework focuses on three core dimensions: digital access, digital skills, and digital support systems. It aims to create an ecosystem where women entrepreneurs can effectively utilize technology to manage their businesses while maintaining personal well-being [6].

Digital Skill Enhancement Programs

To address the issue of digital illiteracy, the study proposes structured training programs focusing on essential digital competencies such as e-commerce management, digital marketing, online communication, and financial technologies. These programs can be delivered through online workshops, mobile learning platforms, and community-based training centres, enabling women to improve productivity and manage time efficiently.

Adoption of Flexible Digital Business Models

The proposed work emphasizes the adoption of flexible business models supported by technology, such as home-based enterprises, remote work systems, and online service delivery. These models allow women entrepreneurs to operate without geographical limitations and help them balance domestic responsibilities with professional commitments.

Integration of Smart Time Management Tools

The study proposes the use of digital tools such as scheduling applications, task management systems, and

automated workflows to streamline business operations. These tools reduce manual workload and enable women entrepreneurs to allocate time effectively, thereby improving work and life equalization.

Establishment of Digital Support Networks and Mentorship

The creation of online support networks and mentorship platforms is proposed to provide guidance, knowledge sharing, and emotional support. These networks foster collaboration, enhance confidence, and contribute to both business success and personal well-being.

Policy Recommendations and Institutional Support

The proposed work highlights the importance of government and institutional support, including financial assistance, digital infrastructure, and skill development initiatives. Policies that promote flexible work environments and provide social support systems can further enhance women's ability to achieve work and life equalization.

Ensuring Digital Well-being and Boundary Management

To prevent burnout and stress, the study suggests maintaining clear boundaries between work and personal life. Strategies such as digital practices and mindful technology usage are essential to ensure that digital empowerment contributes positively to overall well-being.

Expected Outcomes of the Proposed Work

The implementation of these strategies is expected to enhance digital literacy, improve business efficiency, and empower women entrepreneurs economically and socially. It will also promote better work and life equalization, leading to improved quality of life and sustainable entrepreneurial growth [7].

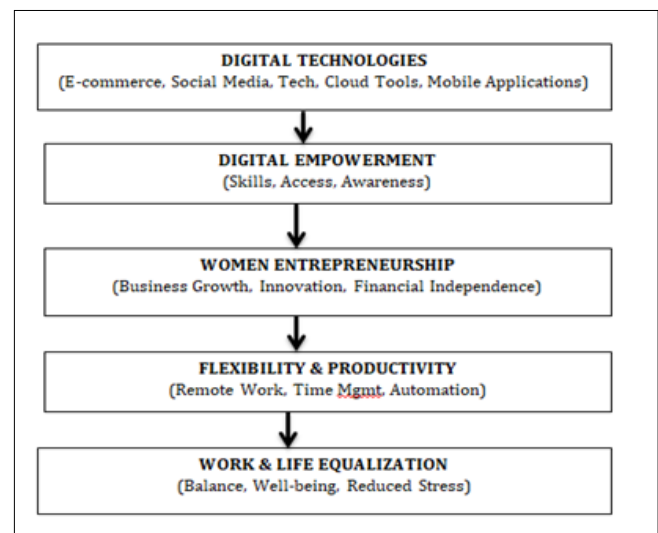


Fig 2: Technology-Driven Empowerment Framework

The above figure shows that digital technologies such as e-commerce, social media, and mobile applications help women entrepreneurs gain digital empowerment by improving their skills, access, and awareness. This empowerment supports business growth, innovation, and financial independence.

As a result, women experience greater flexibility and productivity through remote work, automation, and better

time management. These benefits ultimately lead to work and life equalization, where women can balance their professional and personal responsibilities effectively. However, factors like digital literacy, social support, government policies, and infrastructure play an important role in influencing the success of this process.

Methodology

The present study adopts a conceptual and analytical research approach to examine the role of technology-driven empowerment in enhancing work and life equalization among women entrepreneurs. The study is grounded in a structured perspective that explains the interrelationship between digital technologies, entrepreneurial development, and personal well-being. This approach enables a systematic understanding of how digital transformation influences both professional and personal dimensions of women entrepreneur's lives [8].

This study adopts a framework-based methodology to analyze how digital technologies influence women entrepreneurship and support work and life equalization. It systematically examines the relationships between key variables to develop a structured empowerment model.

Framework Development

A key part of this methodology is the development of a Technology-Driven Empowerment Framework, which forms the basis of the study. This framework shows how digital technologies, digital empowerment, women entrepreneurship, flexibility, productivity, and work and life equalization are connected. It explains that digital technologies act as the main driver by providing tools and platforms that improve entrepreneurial skills and opportunities. As a result, women become more empowered, which helps them achieve better business performance and greater flexibility, ultimately leading to improved work and life equalization.

Construct Identification and Structuring

The methodology involves identifying and structuring key constructs into a logical model to explain the process of empowerment. The constructs are categorized as follows:

- **Input Construct:** Digital Technologies (e-commerce, digital communication tools, financial technologies)
- **Mediating Construct:** Digital Empowerment (digital literacy, accessibility, awareness)
- **Process Constructs:** Women Entrepreneurship (innovation, business growth, independence) and Flexibility & Productivity (remote working, time management, automation)
- **Outcome Construct:** Work & Life Equalization (balance, well-being, stress reduction)
- **Moderating Constructs:** Social support systems, institutional policies, and digital readiness

This structured classification helps in understanding how each component contributes to the overall process and how they are interconnected within the framework.

Model-Based Analytical Method

The study employs a relationship-based analytical method to interpret the interactions between the identified constructs.

Each stage of the model is examined to determine its influence on subsequent stages. The uses of digital technologies are analysed in terms of how they contribute to digital empowerment. The analysis follows a step-by-step progression, where each construct is linked to the next, forming a continuous chain of influence [9].

Process-Oriented Evaluation

The methodology adopts a process-oriented evaluation approach, focusing on the transformation from input to outcome. The process begins with the adoption of digital technologies, which leads to empowerment through skill development and access to resources. This empowerment enhances entrepreneurial activities, resulting in increased productivity and flexibility. Finally, these factors contribute to achieving work and life equalization.

This process-based perspective highlights the dynamic nature of empowerment and emphasizes that work-life equalization is not an isolated outcome but a result of multiple interconnected stages.

Model Interpretation and Application

The developed model is interpreted to provide practical insights into how women entrepreneurs can leverage technology for both business success and personal well-being. The interpretation explains that digital technologies reduce operational constraints, enable remote work, and provide time-saving mechanisms. These advantages allow women entrepreneurs to manage their dual roles more effectively [10].

The model also emphasizes that the success of technology-driven empowerment depends on supporting conditions such as digital literacy, access to infrastructure, and a supportive social environment. Without these factors, the potential benefits of digital technologies may not be fully realized.

Research Flow Diagram

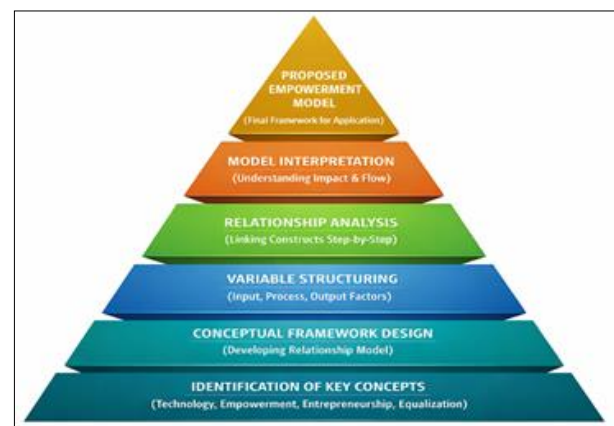


Fig 3: Pyramid-Shaped Research Flow Diagram

The above pyramid figure represents a step-by-step methodology for understanding technology-driven empowerment among women entrepreneurs, where each level builds upon the previous one. At the base level, Identification of Key Concepts forms the foundation of the study. This includes recognizing core elements such as digital technology, empowerment, entrepreneurship, and work-life equalization. These concepts provide the basic direction for the research. The next level, Conceptual

Framework Design, involves organizing these concepts into a structured model. Here, the relationships between the identified elements are clearly defined to form a logical framework.

Moving upward, Variable Structuring classifies the elements into input, process, and output factors. This helps in understanding how different variables interact within the model and influence outcomes. The Relationship Analysis stage examines how these variables are interconnected. It explains how digital technologies lead to empowerment, which in turn enhances entrepreneurship and supports flexibility.

Above this, Model Interpretation focuses on understanding the overall flow and impact of the framework. It provides insights into how each stage contributes to improving both business performance and personal well-being. At the top of the pyramid, the Proposed Empowerment Model represents the final outcome of the study. It integrates all the components into a complete framework that demonstrates how technology-driven empowerment can lead to effective work and life equalization among women entrepreneurs.

Overall, the pyramid structure highlights a bottom-up approach, where strong foundational concepts lead to a comprehensive and practical empowerment model.

Validation of the Conceptual Model

The validity of the proposed framework is ensured through logical consistency and alignment with established theoretical concepts in digital transformation and entrepreneurship. The model is designed to be adaptable across different contexts and can be used as a reference for future empirical studies [11].

It provides a coherent structure that explains the cause-and-effect relationship between technology adoption and work-life equalization. In summary, this study employs a conceptual, model-based methodology to analyse the impact of technology-driven empowerment on women entrepreneurs. The methodology highlights the importance of integrating technology with supportive factors to achieve sustainable work and life equalization.

Result and Analysis

The results of the study highlight the significant role of technology-driven empowerment in enhancing the entrepreneurial performance and work and life equalization among women entrepreneurs. The analysis is presented using a bar chart that illustrates the impact levels of key factors such as digital skills, business growth, flexibility, productivity, and work-life equalization. These factors collectively explain how digital transformation contributes to both professional success and personal well-being.

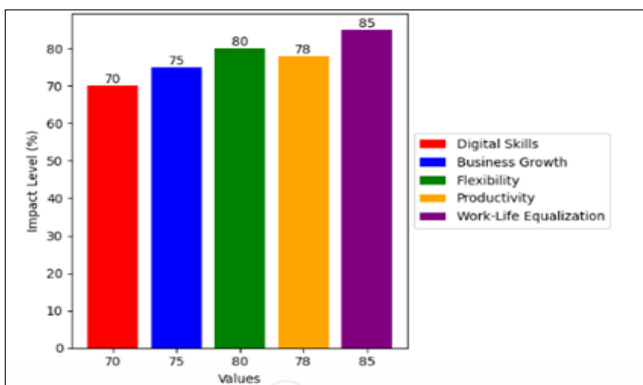


Fig 4: Impact of Technology Driven Empowerment on Women Entrepreneur

From the analysis, it is evident that work and life equalization records the highest impact level (85%), indicating that digital technologies play a crucial role in helping women entrepreneurs balance their work responsibilities with personal and family life. The availability of digital tools enables flexible work arrangements, allowing women to manage time efficiently and reduce stress associated with dual responsibilities. This finding emphasizes that technology is not only a business enabler but also a key factor in improving quality of life [12]. The study also shows that flexibility (80%) and productivity (78%) have strong impact levels. This suggests that digital platforms such as online business tools, communication applications, and automation systems significantly enhance operational efficiency.

Women entrepreneurs are able to perform tasks more effectively, reduce manual workload, and optimize their time. As a result, they can focus on both business growth and personal commitments without compromising either aspect. Furthermore, business growth (75%) indicates that digital transformation positively influences entrepreneurial success.

The use of e-commerce platforms, digital marketing, and online financial systems enables women entrepreneurs to expand their market reach, attract more customers, and increase profitability. This demonstrates that technology provides equal opportunities for women to compete in the business environment and achieve economic independence. On the other hand, digital skills (70%), although showing a positive impact, remain comparatively lower than other factors. This highlights the need for continuous improvement in digital literacy and training. While women entrepreneurs are increasingly adopting digital tools, enhancing their technical knowledge and skills will further strengthen their ability to utilize technology effectively and maximize its benefits [13].

Overall, the analysis clearly indicates that technology-driven empowerment has a strong and positive influence on women entrepreneurship. It enhances flexibility, productivity, and business growth, ultimately leading to improved work and life equalization. The findings suggest that with proper support in terms of digital skills development and access to technology, women entrepreneurs can achieve sustainable growth while maintaining a balanced and fulfilling personal life.

Conclusion and Future Enhancement

The findings of this study clearly establish that technology-driven empowerment plays a vital role in enhancing the overall performance and well-being of women entrepreneurs. The result and analysis indicate that digital transformation significantly contributes to improving key aspects such as flexibility, productivity, business growth, and most importantly, work and life equalization. Among these, work-life equalization emerged as the most impactful outcome, demonstrating that the integration of digital tools enables women to effectively balance their professional responsibilities with personal commitments [14].

This reflects the growing importance of technology not only as a business facilitator but also as a means of achieving a sustainable and balanced lifestyle. The study further highlights that flexibility and productivity are strongly influenced by the adoption of digital platforms. Women entrepreneurs are able to manage their time more efficiently,

reduce workload through automation, and operate their businesses remotely. This has a direct positive impact on business growth, as digital tools allow for better market access, improved communication, and enhanced customer engagement. However, the relatively lower impact of digital skills suggests that there is still a gap in technological knowledge and expertise. Addressing this gap is essential to fully leverage the benefits of digital transformation and ensure inclusive growth among women entrepreneurs ^[15].

In conclusion, the study emphasizes that technology-driven empowerment is a key driver for both economic and personal development among women entrepreneurs. By enabling better decision-making, increasing opportunities, and supporting work and life equalization, digital technologies contribute to long-term sustainability and empowerment. The findings reinforce the need for continuous support in terms of digital infrastructure, training, and accessibility to ensure that women can maximize their entrepreneurial potential.

Future Enhancement

Future research can focus on incorporating advanced technologies such as artificial intelligence, machine learning, and automation to further enhance women entrepreneurship. There is also scope to develop targeted digital training programs to improve technical skills and confidence among women entrepreneurs.

Additionally, future studies can explore region-specific or sector-specific models to understand the diverse challenges faced by women in different contexts. The integration of policy support, financial inclusion, and digital literacy initiatives can further strengthen the empowerment framework. Expanding the research with real-time data and longitudinal analysis will provide deeper insights into long-term impacts and help in designing more effective strategies for achieving sustained work and life equalization.

Future enhancement can focus on developing personalized digital ecosystems that cater specifically to the needs of women entrepreneurs, such as integrated platforms combining business management, financial planning, and well-being support. The inclusion of mentorship networks, digital communities, and real-time analytics can further strengthen decision-making and reduce operational challenges.

Emphasis can also be placed on creating user-friendly technologies that require minimal technical expertise, ensuring wider accessibility and adoption. Such advancements will not only enhance entrepreneurial efficiency but also contribute to more sustainable and balanced work and life equalization.

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