













Women entrepreneurs and the gender gap in business development in the Huasteca Potosina region

Mujeres emprendedoras y brecha de género en el desarrollo empresarial de la huasteca potosina

Martínez-Hernández, Mariela Lizeth^{*a}, Hernández-De la Cruz, Mariana^b and Bautista-López, Braulio^c

^a  TecNM/Instituto Tecnológico Superior de Tamazunchale, S.L.P •  PEU-9440-2025 •  0000-0002-8635-1930 •  500901

^b  TecNM/Instituto Tecnológico Superior de Tamazunchale, S.L.P •  PEV-0258-2025 •  0000-0002-4707-0570 •  501090

^c  TecNM/Instituto Tecnológico Superior de Tamazunchale, S.L.P •  AEH-5267-2022 •  0000-0002-6200-9145 •  880314

SECIHTI classification:

Area: Social Sciences
Field: Business and Management
Discipline: Business and Management
Subdiscipline: Business Administration

 <https://doi.org/10.35429/EJROP.2025.11.19.7.1.10>

Article History:

Received: September 27, 2025

Accepted: December 01, 2025



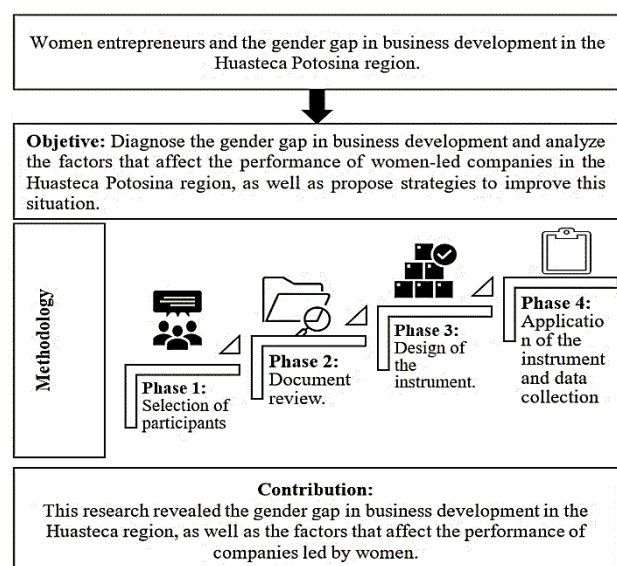
* ✉ [\[mariela.mh@tamazunchale.tecnm.mx\]](mailto:mariela.mh@tamazunchale.tecnm.mx)

Abstract

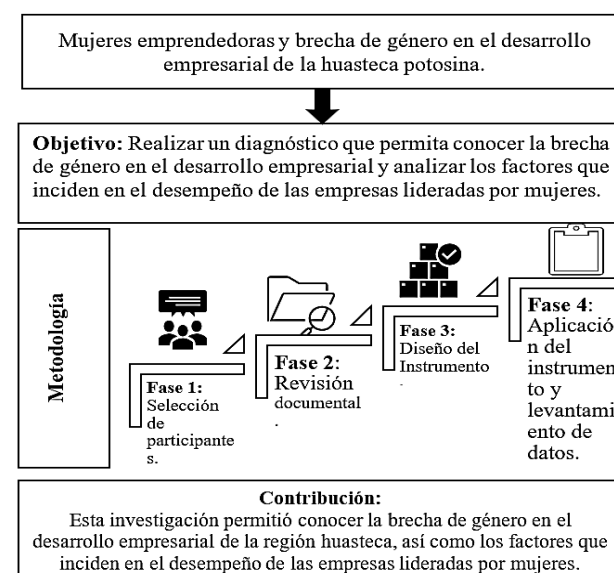
The lack of specific diagnoses in the Huasteca Potosina region on female entrepreneurship prevents us from having evidence that allows us to understand the current situation in this area. Therefore, the objective of this research is to conduct a study that reveals the gender gap in business development and analyzes the factors that affect the performance of companies led by women. To carry out this research, a basic study was conducted using a qualitative approach, an inductive method, and a cross-sectional design, since data collection will be carried out in a single period with a descriptive scope. The study population consisted of women and men entrepreneurs who currently run a business or small enterprise in the Huasteca Potosina region. The main contribution of this work is expected to be the ability to make proposals to improve the situation in this region, taking into account the perspectives of the participants in this study.

Resumen

La información sobre diagnósticos específicos en la Huasteca Potosina sobre el emprendimiento femenino impide contar con evidencia que permita conocer la situación actual que se vive en esta zona. Por lo anterior, la presente investigación tiene por objetivo: realizar un diagnóstico que permita conocer la brecha de género en el desarrollo empresarial y analizar los factores que inciden en el desempeño de las empresas lideradas por mujeres. Para llevar a cabo la presente investigación se realizó una investigación básica con enfoque cualitativo, bajo un método de tipo inductivo y un diseño de tipo transversal ya que el levantamiento de datos se realizará en un solo periodo con un alcance de tipo descriptivo. La población objeto de estudio estuvo conformada por mujeres y hombres emprendedores/as que actualmente dirigen alguna empresa o pequeña empresa en la zona huasteca potosina. Con este trabajo se espera que la principal contribución sea el poder realizar propuestas que permitan mejorar la situación que prevalece en esta región tomando en consideración la perspectiva de las personas participantes en este estudio.



Women, Entrepreneurs, Gap



Mujeres, Emprendedoras, Brecha

Area: Development of strategic leading-edge technologies and open innovation for social transformation

Citation: Martínez-Hernández, Mariela Lizeth, Hernández-De la Cruz, Mariana and Bautista-López, Braulio. [2025]. Women entrepreneurs and the gender gap in business development in the Huasteca Potosina region. ECORFAN Journal-Republic of Paraguay. 11[19] 1-10: e71119110.



ISSN 2414-4827/©2009 The Authors. Published by ECORFAN-Mexico, S.C. for its Holding Republic of Paraguay on behalf of ECORFAN Journal-Republic of Paraguay. This is an open access chapter under the CC BY-NC-ND license [<http://creativecommons.org/licenses/by-nc-nd/4.0/>]

Peer Review under the responsibility of the Scientific Committee MARVID® in contribution to the scientific, technological and innovation Peer Review Process by training Human Resources for the continuity in the Critical Analysis of International Research.



Introduction

Currently, most companies are mainly made up of men, which, in some ways, can lead to a lack of interest in adopting equality policies within organizations [Sordi et al., 2024]. In terms of workplace equality, one of the areas where inequality prevails is pay [Rivero, 2023].

Female entrepreneurship has established itself as a central phenomenon in the international economy, positioning itself as a driver of innovation, inclusion, and job creation. Currently, more than 128 million women lead companies worldwide, and in countries such as Spain, the number exceeds 650,000, according to the Entrepreneurship Observatory and recent data from the Ministry of Labor and Social Economy [Madrid Chamber of Commerce, 2024].

In Mexico, women represent a growing entrepreneurial force; however, significant gaps persist in access to financing, support networks, value chains, and leadership positions. Recent studies show that female entrepreneurial intent is high, but the survival and growth of their businesses are lower compared to those led by men, according to the Global Entrepreneurship Monitor [GEM, 2024], and the United Nations Development Programme [UNDP, 2025].

Women's entrepreneurship has established itself as a central phenomenon in the international economy, positioning itself as a driver of innovation, inclusion, and job creation. Recent studies show that female entrepreneurial intent is high, but the survival and growth of their businesses are lower compared to those led by men, according to the Global Entrepreneurship Monitor [GEM, 2024], and the United Nations Development Programme [UNDP, 2024].

Women's entrepreneurship has emerged as a key driver of economic and social development in various regions of the world, including Mexico. However, women entrepreneurs continue to face structural barriers that limit their full participation in the business world, especially in rural areas such as the Huasteca Potosina [Pineda-Celaya & Muñoz-Chávez, 2024]. It has also experienced significant growth in recent years [Elam, 2021; GEM, 2023].

However, women continue to face significant barriers to realizing their entrepreneurial intentions. Analysis of these difficulties has led to lines of research that address, on the one hand, entrepreneurial motivations and, on the other, the push and pull factors toward female entrepreneurship [Fernández-Guadaño & Martín-López, 2023]. In this way, female entrepreneurship is consolidating itself as a key component for economic growth, inclusion, and the reduction of inequalities. However, gender gaps persist in access to financing, networks, training, and the time available to devote to business. The Huasteca Potosina region, with its cultural richness and ethnic diversity, presents a complex scenario in which women, despite their growing participation in productive activities, face challenges such as limited access to financing, poor business training, double workloads, and entrenched gender stereotypes [Morcillo Casas, et al 2024]. These conditions perpetuate a gender gap that directly impacts the growth and sustainability opportunities of their businesses.

Theoretical basis

Concept of entrepreneurship and business development

Analyzing entrepreneurship from a gender perspective allows us to identify not only women's participation in business creation, but also the structural barriers that hinder their development. In Mexico, although the presence of women entrepreneurs has increased, inequalities in access to resources, financing, and networks persist, which conditions their contribution to local and regional development [INEGI, 2021; World Bank, 2020].

Entrepreneurship is conceptualized as the process by which individuals identify opportunities, gather resources, and create businesses that generate economic and social value [Schumpeter, 1934; Hisrich & Peters, 2002].

Ratten and Jones, [2021] highlight business education and management as key components in the training of entrepreneurs and business leaders. Although they do not offer a specific definition of business management, relevant aspects of how management and entrepreneurship education influences business management can be extracted.

Women entrepreneurs: contributions and characteristics

The literature on female entrepreneurship shows recurring patterns: women tend to concentrate in service sectors, commerce, and social economy activities; they combine economic objectives with social goals; and they often develop more collaborative management styles [Brush, de Bruin & Welter, 2009]. In addition, they contribute to local job creation and community resilience, especially in areas with diversified economies [Minniti & Naudé, 2010]. These characteristics require public policies that recognize the heterogeneity of women's entrepreneurship.

Gender gap in entrepreneurship

Access to financing

According to the OECD, women entrepreneurs face structural disadvantages compared to men, particularly in terms of access to financing, venture capital, and business support programs. These inequalities are not due to lower entrepreneurial capacity, but rather to institutional, cultural, and social barriers that negatively influence business development opportunities [OECD/GWEP, 2025].

Women-led businesses receive less external financing and face stricter evaluation criteria for obtaining credit [Carter et al., 2003]. This may be due to discrimination, differences in risk aversion, or structural characteristics of the business.

Social capital and networks

The lack of support networks also has a significant impact, particularly in technological and scientific sectors, where lower female participation limits opportunities for professional growth [Velázquez, 2020]. This inequality particularly affects female heads of household. Likewise, women's limited participation in business networks and decision-making spaces reduces their visibility and access to strategic opportunities. Recent studies highlight that entrepreneurial ecosystems continue to be dominated by masculinized structures, which hinders the full integration of women and reinforces dynamics of exclusion [Journal of Business Research, 2025].

In municipalities such as Tamazunchale, these barriers manifest themselves in limited links with business chambers, incubators, and specialized government programs. In municipalities such as Tamazunchale, these barriers manifest themselves in limited links with business chambers, incubators, and specialized government programs.

Care burdens and use of time

The disproportionate burden of domestic and care work reduces the time available for managing businesses [World Bank, 2020]. This situation is more critical in rural areas, where care services are scarce. Social and cultural barriers continue to limit the development of projects led by women [Saavedra, 2023; Escalante & Merchán, 2024]. On the other hand, Hidalgo-Hidalgo et al. [2022] mention that women must overcome more barriers than men due to social and cultural stigmas. However, they are also agents of empowerment and inclusion.

Stereotypes and cultural norms

Stereotypes about female leadership influence the assessment of women's business skills. In regions with particular cultural traditions, such as the Huasteca Potosina, these norms can represent additional barriers [Ahl, 2006; Gupta et al., 2009]. Despite machismo and the paternalistic labor system, women have become a relevant factor in conflict resolution in the workplace [Aguinaga & Pardo, 2023].

Regional context: the Huasteca Potosina

The Huasteca Potosina region is marked by significant socioeconomic heterogeneity: areas with productive and tourism potential coexist with localities with high levels of marginalization [SEDESORE, 2022]. Official assessments point to infrastructure gaps, low formalization, and limited access to services, factors that affect the viability of local enterprises. CONEVAL [2022] notes that several municipalities face setbacks that affect the availability of economic and human capital. These conditions, combined with cultural patterns documented by regional studies, create a challenging environment for women entrepreneurs [Muñoz Güemes et al., 2020].

In the Huasteca Potosina region, characterized by challenges of poverty and socioeconomic heterogeneity, specific diagnoses are required to design territorial policies to support female entrepreneurship [SEDESORE, 2022; CONEVAL, 2022].

Background

In Mexico, women's economic participation has increased, but gender gaps persist that limit their inclusion in entrepreneurship, such as less access to financing, insufficient support networks, domestic burdens, and cultural barriers [World Bank, 2020; Brush et al., 2009]. In San Luis Potosí, various studies reveal that the Huasteca Potosina region has high levels of poverty and marginalization [CONEVAL, 2022], which hinders women's entrepreneurial development despite the region's productive and tourism potential [SEDESORE, 2022].

The sectors with the highest female presence include education, health, social assistance, tourism, and services, demonstrating that many women in San Luis Potosí (including those in rural areas) are engaged in work activities, which could facilitate or complement entrepreneurship.

In a study conducted in the Huasteca Hidalguense region, specifically in Huejutla, a descriptive approach and quantitative research were used, with a cross-sectional design that employed an instrument containing five sections covering company size, number of employees, management data, time spent on company tasks, system inputs, system processes, and system outputs. This questionnaire measures the characteristics of the system of each micro and small enterprise, and its results show that the companies are mostly led by men. Likewise, the participating companies belong to the commercial sector and, on average, have been in operation for five years and have an academic level corresponding to a bachelor's degree [Ríos & Rodríguez, 2025].

Contradictorily, in a study conducted by Vázquez [et al., 2025] entitled "The model of development dimensions that explain the obstacles faced by female university students at the Technological University of Huasteca Hidalguense in Huejutla de Reyes, Hidalgo, Mexico, who run micro and small businesses in this location.

The research was based on a qualitative approach, referring to the obstacles faced by female university students who run micro and small businesses, finding that their development will depend on the obstacles faced by Mexican female university students in managing their micro or small businesses. The selection of this approach was based mainly on studying people in their context, in the situations in which they find themselves. We worked with university students and found that their main obstacles are linked to their diverse schedules and the lack of support networks to efficiently carry out their daily tasks.

In the specific context of San Luis Potosí, women entrepreneurs face numerous challenges, including a lack of local opportunities, sociocultural barriers, and gender-based violence in the region [Aldana Balderas et al., 2018], as well as problems related to low income, low labor market participation, discrimination, workplace harassment, risks associated with motherhood, and family responsibilities [Carrillo et al., 2020]. On the other hand, the state faces various motivations and barriers that significantly impact its development and success. Intrinsic motivations, such as the desire for personal and professional improvement and independence, play a crucial role, as do extrinsic motivations, which mainly seek to meet basic needs and generate additional income, especially during adverse situations such as the COVID-19 pandemic [Rivera, et al. 2024].

This study aims to diagnose the gender gap in business development and analyze the factors that affect the performance of women-led businesses in the Huasteca Potosina region, as well as propose strategies to improve this situation. Using a contextual approach, it seeks to highlight the experiences and challenges of women entrepreneurs and recognize their role in the economic and social transformation of the region. Likewise, this study made it possible to generate a diagnosis of the conditions of women entrepreneurs in the region and contribute to the academic literature on gender and entrepreneurship from a territorial perspective.

The article is structured in three sections: (1) theoretical and contextual basis; (2) methodology; (3) results; and finally (4) conclusions derived from the analysis.

Methodology

To carry out this research, basic research was conducted using a qualitative approach, an inductive method, and a cross-sectional design, since data collection will be carried out in a single period with a descriptive scope.

Subjects: Both men and women were considered entrepreneurs in order to determine which gender (men and/or women) has a greater presence in the Huasteca region at the helm of micro or small businesses willing to participate.

Universe: There is no exact number of entrepreneurs, so a non-probability convenience sample will be used in order to include only those who are willing to participate and respond to the survey.

Instruments: Survey: this instrument measured variables such as the sociodemographic profile of entrepreneurs, opportunities for access to support and training, as well as alternatives and/or proposals they envisage from their role. It consisted of a total of 38 questions, which were answered by entrepreneurs from the municipality of Tamazunchale, S.L.P.

Procedure:

The following phases or stages were carried out to conduct this research:

Phase 1: Selection of participants. At this stage, it was necessary to define the study subjects. In this case, entrepreneurs from the Huasteca region were considered, taking into account their availability to participate.

Phase 2: Document review, through which it was possible to learn about similar works, as well as instruments that were used to collect information in similar studies.

Phase 3: Instrument design. In this activity, the dimensions defined previously and based on the document review were considered. Once the instrument was constructed, it was entered into a form to facilitate its application.

Phase 4: The instrument was applied and data collected using various electronic means such as social media and email, due to the difficulty of accessing some companies. However, other surveys were conducted in person based on the needs and availability of the participants.

Phase 5: Tabulation, analysis, and interpretation of results. To carry out this activity, a database was created in Excel and the results of the instrument applied virtually and in person were included, through which graphs were generated to facilitate the analysis and interpretation of results, which are shown below.

Results

In the content of the article, any tables and figures must be in editable formats that can be changed in size, font type, and font size for editing purposes. They must be of high quality, not pixelated, and must be clearly visible even when the image is reduced in scale.

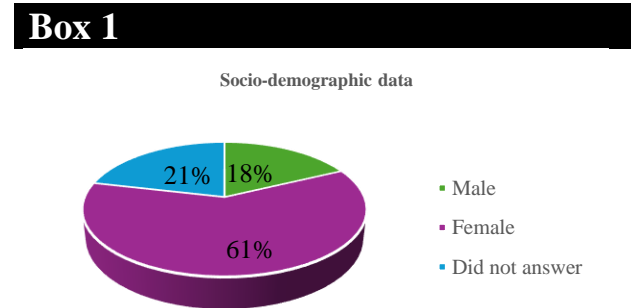


Figure 1

Socio-demographic data

Source: [Own Production, 2025]

According to the total number of participants in this research study, 61% of participants were women, while only 18% were men.

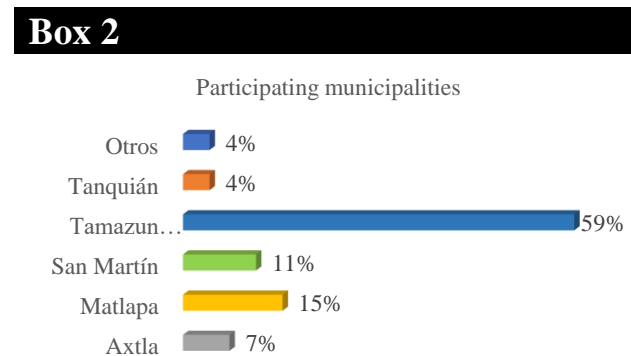


Figure 2

Municipios Participantes

Source: [Own Production, 2025]

Entrepreneurs from different municipalities in the Huasteca Potosina region participated in this research, including: Axtla de Terrazas, Matlapa, San Martín Chalchicuautla, Tanquián, and Tamazunchale, the municipality with the highest participation rate at 59%. It should be noted that this is one of the most important municipalities in the Huasteca Potosina region, whose economic activity is based on trade.

Box 3

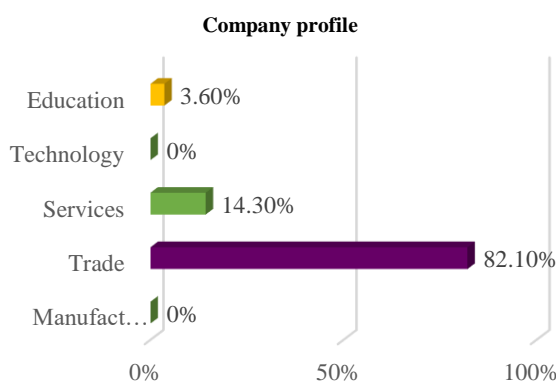


Figure 3

Company profile

Source: [Own Production, 2025]

The sector to which the entrepreneurs considered belong is: 82.1% correspond to the commerce sector. Meanwhile, 14.3% represent the services sector. And only 3.6% represent the education sector.

Box 4

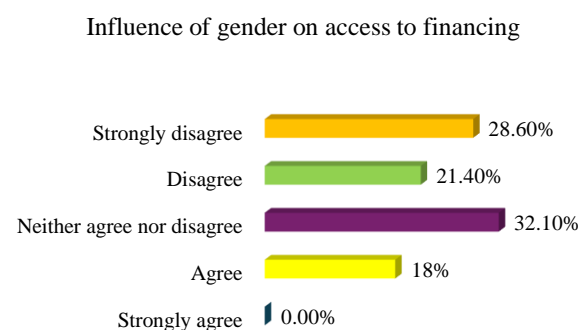


Figure 4

Influence of gender on access to financing

Source: [Own Production, 2025]

When it comes to obtaining credit, 28.6% of participants strongly disagree that their gender has influenced the approval of their credit applications. On the other hand, 21.4% disagree, while 17.9% agree that their gender has influenced their ability to obtain credit.

However, 32.1% neither agree nor disagree that gender has any bearing on the matter.

Box 5

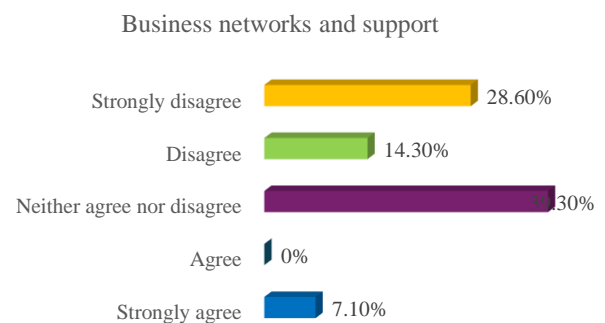


Figure 5

Redees y apoyos empresariales

Source: [Own Production, 2025]

In response to this question, 39.3% said they neither agreed nor disagreed that networks are dominated by men, while 28.6% said they strongly disagreed that they are dominated by men. Contradictorily, 14.3% said they disagreed with the above statement, and only 7.1% perceived that support networks are in the hands of men. It should be noted that 60.7% of the total population surveyed are women.

Box 6

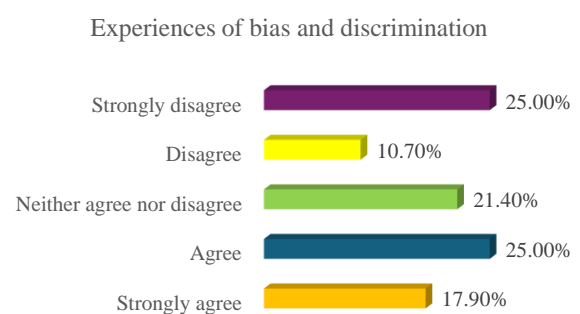
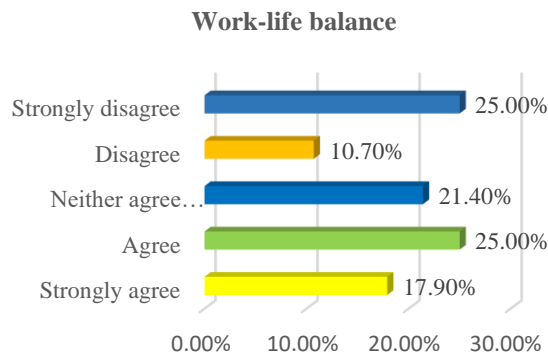


Figure 6

Sexist comments in business contexts

Source: [Own Production, 2025]

46.4% consider that they have not received sexist comments in the business context in which they operate, 21.4% have expressed their disagreement on this issue, while 14.3% are indifferent to this situation. However, 10.7% strongly agree that they have received sexist comments, and 7.1% agree with this statement

Box 7**Figure 7**

Work-life balance

Source: [Own Production, 2025]

When asked about family responsibilities and the time they devote to the business, 25% agree that these limit the time they devote to the company, while 21.4% neither agree nor disagree. However, 25% of respondents mentioned that they agree that their responsibilities have an impact on the business. On the other hand, 17.9% strongly agree with this situation, and only 10.7% disagree about family responsibilities affecting the time they devote to the business.

Conclusions

Based on the information obtained, it can be concluded that there are more female entrepreneurs in the Huasteca Potosina region of San Luis Potosí, although men are still present, representing a smaller proportion.

It was also found that most of the companies included in this study belong to the commerce sector, which is why most entrepreneurs have perceived that their gender is not an impediment to applying for and being approved for credit. Likewise, in terms of business networks and support, these are no longer dominated by men, although 39.3% showed an indifferent attitude.

When discussing the existence of sexist comments toward entrepreneurs, it is important to mention that most of the entrepreneurs surveyed have not perceived the use of sexist phrases in the business environment.

Likewise, family responsibilities are not perceived as a barrier to performing their family business role.

Therefore, the analysis of women entrepreneurs and the gender gap in business development in the municipality of Tamazunchale, S.L.P., reveals a reality marked by the effort, resilience, and ability of women to promote entrepreneurship.

Although female participation in the business sector is increasing, there are still barriers related to limited access to financing, especially in terms of interest rates, the lack of training to guide them toward improving their business practices, the constant need for support networks, coupled with the overload of family and/or domestic responsibilities that sometimes limit the time they can devote to business activities. Progress is being made in reducing gender stereotypes that minimize their role as economic agents.

To strengthen female entrepreneurship in Tamazunchale, S.L.P., it is necessary to promote gender-focused public policies, contextualized training programs, inclusive financing schemes, and cultural transformation strategies that recognize women as key agents of local economic development (ONU Women, 2025; OECD/GWEP, 2025). These actions are essential to strengthen female entrepreneurship and promote more equitable and sustainable development in regions such as the Huasteca Potosina. Therefore, it can be said that the objective of the research was achieved, which consisted of diagnosing the gender gap in business development and analyzing the factors that affect the performance of companies led by women in the Huasteca Potosina region, as well as proposing strategies that contribute to improving this situation.

Declaraciones**Conflict of interest**

The authors declare that they have no conflicts of interest. They have no known competing financial interests or personal relationships that could have appeared to influence the article reported in this paper.

Authors' Contribution

Mariela Lizeth Martínez Hernández: Contributed ideas for the development of the project and methodology, analysis of information, and fieldwork.

Mariana Hernández de la Cruz: Made a significant contribution to the application of the instrument and data collection.

Braulio Bautista López: Supported the development of the fieldwork.

Availability of data and materials

The data obtained in this document was the result of the development of an information gathering tool based on dimensions such as: female entrepreneurship, gender gap, access to financing, collaboration networks, and work-life balance. It was designed based on a review of the literature related to female entrepreneurship and the gender gap.

The tool used is available to researchers who are interested in accessing it.

Funding

The research was supported by the Instituto Tecnológico Superior de Tamazunchale, S.L.P.; however, it did not receive any financial funding.

Acknowledgements

We would like to thank the Instituto Tecnológico Superior de Tamazunchale, S.L.P, for facilitating this research project, as well as the Head of the Business Management Engineering Program and the students who assisted with the fieldwork.

Abbreviations

CONEVAL	National Council for the Evaluation of Social Development Policy
GWEP	Global Women's Entrepreneurship Policy
INEGI	National Institute of Geography and Informatics
SEDESORE	Secretariat of Social and Regional Development
OCDE	Organización para la Cooperación y el Desarrollo Económicos
ONU	United Nations Organization
S.L.P	San Luis Potosí
UNDP	United Nations Development Programme

References

Background

Aguinaga, M., & Pardo, K. (2023). *Empowerment femenino en las empresas*. *Horizonte Empresarial*, 10(1), 61-70.

Aldana Balderas, W. I., Blanes Ugarte, A. V., Rosas Ferruzca, F. J., Aguilar Fuentes, J. A., Vilchis Mora, F. D. J., & García Lirios, C. (2018). *Develación del significado del emprendimiento caficutor en jefas de familia*. 1961, 1–11

Cámara de Comercio de Madrid. (2024). *El emprendimiento femenino en España: datos y tendencias recientes*. Observatorio del Emprendimiento y Ministerio de Trabajo y Economía Social.

Carrillo, M., Briano, G., & Sánchez, G. (2020). *El corretaje inmobiliario en San Luis Potosí: Una perspectiva de género*. *Tlatemoani*, 35, 1–16.

CONEVAL. (2022). *San Luis Potosí: Informe de pobreza y evaluación 2022*.

Secretaría de Desarrollo Económico del Estado de San Luis Potosí (SEDESORE). (2022). *Programa Regional Huasteca Potosina 2022–2027*. Gobierno del Estado de San Luis Potosí.

World Bank. (2020). *Women, business and the law 2020: Mexico*.

Basics

Ahl, H. (2006). *Por qué la investigación sobre mujeres emprendedoras necesita nuevas direcciones*. *Entrepreneurship Theory and Practice*, 30(5), 595–621.

Brush CG, de Bruin A, Welter F (2009), "Un marco consciente de género para el emprendimiento femenino". *International Journal of Gender and Entrepreneurship*, Vol. 1 No. 1 pp. 8–24,

Carter, S., Shaw, E., Lam, W., & Wilson, F. (2007). *Gender, entrepreneurship, and bank lending: The criteria and processes used by bank loan officers in assessing applications*. *Entrepreneurship Theory and Practice*, 31(3), 427–444.

Article

ELAM, A. B. (2021). *Women's entrepreneurship 2020/21: Thriving through crisis*. Global Entrepreneurship Monitor.

Escalante, J., & Merchán, D. (2024). Empoderamiento y éxito en emprendimientos artesanales femeninos: El impacto de la educación y la capacitación. *Conrado*, 20(97), 67–74.

Fernández-Guadano, J., & Martín-López, S. (2023). Gender differences in social entrepreneurship: Evidence from Spain. *Women's Studies International Forum*, 96, Article 102663.

Global Entrepreneurship Monitor Consortium. (2025). *GEM 2025 Women's entrepreneurship report: Navigating challenges, driving change*. Global Entrepreneurship Monitor

Hidalgo-Hidalgo, W., Orellana-Intriago, F., & Bautista-Quijije, E. (2022). Los emprendimientos de las madres solteras de Guayaquil y de otros países de Latinoamérica. 593 DigitalPublisher CEIT, 7(3–2), 220–235

INEGI. (2020). *Panorama sociodemográfico de San Luis Potosí 2020*.

Journal of Business Research. (2025). *Turning the tables towards gender inclusivity in entrepreneurial ecosystems*. *Journal of Business Research*, 200, 115620.

Minniti, Maria, & Naudé, Wim. (2010). *What do we know about the patterns and determinants of female entrepreneurship?* *World Development*, 38(3), 277–293.

Morcillo Casas, V., Carro Sancristóbal, L., & Madrigal Torres, B. E. (2024). Aportación de la mujer rural emprendedora a la economía: Dos estudios de caso en el sur de Jalisco, México. *La Ventana*, 7(59).

Muñoz Güemes, A., Hernández Hernández, F., & Jasso Castillo, R.. (2020). *Cultura emprendedora entre los estudiantes universitarios en la Huasteca Potosina: Un modelo cultural de dependencia* [Trabajo académico]. Universidad Autónoma de San Luis Potosí.

Pineda-Celaya, L., & Muñoz-Chávez, J. P. (2024). Desigualdad de género y emprendimiento femenino rural en el sureste de México. *Comunicación Científica*, 268(08).

Ratten, V., & Jones, P. (2021). Entrepreneurship and management education: Exploring trends and gaps. *The International Journal of Management Education*, 19(1)

Rivero, E. (2023). ¿A trabajo igual, salario igual? La brecha salarial de género en México: políticas públicas para su disminución. *Intersticios Sociales*, 27(3), 390-408.

Saavedra, M. (2023). El empoderamiento femenino a través del emprendimiento en la era digital. *Multidisciplinary Business Review*.

Schumpeter, J. A. (1934). *The theory of economic development: An inquiry into profits, capital, credit, interest, and the business cycle*. Harvard University Press. Recuperado de

Sordi, B., Márquez, G., Guerrero, R., & Vallejos, M. (2024). *Empresas y prevención de la violencia de género: ¿Vientos de cambio en la Araucanía?* *Revista Universidad y Sociedad*, 16(1), 18–29.

United Nations Development Programme. (2024). *UNDP Trends 2024: Global trends report*.

Velázquez, S. C. A., & Amador, E. M. P. (2020). *La brecha digital de género como factor limitante del desarrollo femenino*. Boletín Científico INVESTIGIUM de la Escuela Superior de Tizayuca, 5(10), 22–27.

Support

Rivera, P. T., Rivera, S. C., Monrroy, B. V. T., & Oviedo, A. D.. (2024). *Competencias emprendedoras en la mujer potosina: una perspectiva cualitativa*. FACE: Revista de la Facultad de Ciencias Económicas y Empresariales, 24(2), 36–45.

Differences

Ríos, I. J. S., & Rodríguez, T. M. H.. (2025). *Factores socioculturales y emprendimiento femenino: Principales motivaciones y barreras*. GÉNERO Y EMPRENDIMIENTO SOCIAL, 7.

Vázquez, L. L. H., Escudero, C. R., Crescencio, D. N. C., & Morales, C. E. R. Capítulo 18. El modelo del desarrollo de dimensiones que explican los obstáculos de las mujeres universitarias de la Universidad Tecnológica de la Huasteca Hidalguense en Huejutla de Reyes, Hidalgo, México, que dirigen una Micro y Pequeña empresa en Huejutla de Reyes.

World Bank. (2020). *Mujeres, empresas y derecho 2020: Mexico* (informe).

Discusiones

OCDE/Global Women's Entrepreneurship Policy Network. (2025). *Bridging the finance gap for women entrepreneurs: Insights from academic and policy research*. OECD Publishing.

ONU Mujeres. (2025). *El progreso de las mujeres en el mundo 2025: Igualdad de género y empoderamiento económico*. ONU Mujeres.