

How Entrepreneurial Mindset, Gender Stereotypes, and Innovation Practices Influence the Sustainability of Women-Owned Businesses in Bogor City, Indonesia

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ABSTRACT

This study investigates the influence of entrepreneurial mindset, gender stereotypes, and innovation practices on the sustainability of women-owned businesses in Bogor City, Indonesia. Using a sample of 200 women entrepreneurs, data was collected through structured questionnaires and analyzed using multiple regression analysis. The results indicate that entrepreneurial mindset and innovation practices positively impact business sustainability, while gender stereotypes have a negative effect. The findings emphasize the critical role of fostering a strong entrepreneurial mindset and encouraging innovation among women entrepreneurs, while also addressing the detrimental impact of gender stereotypes on business operations. The study contributes to the growing body of literature on women's entrepreneurship and offers practical insights for policymakers and support organizations in creating a conducive environment for the sustainability of women-owned businesses.

Keywords:

Entrepreneurial Mindset; Gender Stereotypes; Innovation Practices; Business Sustainability; Women Entrepreneurship

INTRODUCTION

Entrepreneurship has long been recognized as a significant driver of economic growth, social development, and innovation across the globe. The ability of entrepreneurs to identify opportunities, innovate, and adapt to changing market conditions has made them key players in promoting sustainability and resilience, particularly within the business landscape. In Indonesia, the entrepreneurial ecosystem has grown exponentially, with many women playing a central role in this development. The rise of women entrepreneurs has not only contributed to economic development but has also highlighted the importance of supporting female-driven businesses. However, despite their contributions, women entrepreneurs still face numerous challenges, including deeply ingrained gender stereotypes and unequal access to resources. These barriers often hinder their ability to innovate, sustain growth, and ensure long-term business success. This research seeks to explore how entrepreneurial mindset, gender stereotypes, and innovation practices influence the sustainability of women-owned businesses in Bogor City, Indonesia.

The entrepreneurial mindset is characterized by a specific set of skills and attitudes that enable individuals to identify and exploit opportunities, overcome challenges, and remain resilient in the face of adversity. For women entrepreneurs, the ability to develop and maintain this mindset is crucial to navigating the complexities of running a business. The entrepreneurial mindset fosters creativity, innovation, and a proactive approach to problem-solving, all of which are critical to business sustainability. Numerous studies have demonstrated the importance of mindset in driving business success. A study by Gorgievski, Ascalon and Stephan (2011) highlighted that entrepreneurs who possess a growth-oriented mindset are more likely to adapt to market changes and remain competitive in the long run. Furthermore, the

entrepreneurial mindset helps mitigate the effects of external challenges, such as limited access to capital or market fluctuations, which can disproportionately affect women entrepreneurs due to existing gender biases (Brush, Greene and Welter, 2020).

Despite the advantages of an entrepreneurial mindset, women entrepreneurs often face unique challenges stemming from societal gender stereotypes. Gender stereotypes in business are deeply rooted and often perpetuate the notion that men are more capable and suited for leadership roles, while women are viewed as less competent in managing businesses. This gender bias creates significant hurdles for women entrepreneurs, limiting their access to capital, mentorship, and networks, all of which are essential for business success. Gender stereotypes can also undermine the confidence of women entrepreneurs, making it more difficult for them to assert their leadership and take risks, both of which are critical to innovation and sustainability. Research by Ahl and Marlow (2012) found that women entrepreneurs are often subject to higher levels of scrutiny and skepticism compared to their male counterparts, which can lead to reduced opportunities for business growth and sustainability.

In Indonesia, gender stereotypes continue to pose significant barriers for women entrepreneurs. A study by Purwanti *et al.* (2022) found that women in Indonesia are often perceived as less capable of handling the pressures of entrepreneurship, resulting in limited access to financial resources and business networks. Additionally, cultural expectations regarding women's roles in the household further exacerbate the challenges women face in managing businesses. These stereotypes not only affect the self-perception of women entrepreneurs but also influence how they are treated by investors, customers, and even employees. Consequently, women entrepreneurs may struggle to scale their businesses or pursue innovative practices that are necessary for sustainability.

Innovation practices are essential for the long-term success of any business, especially in today's rapidly changing market environment. Innovation allows businesses to remain competitive, meet evolving customer needs, and adapt to new market trends. For women-owned businesses in Bogor City, innovation can be a key driver of sustainability, particularly in the face of gender-based challenges. Women entrepreneurs who adopt innovative practices are more likely to overcome resource constraints, create unique value propositions, and differentiate their businesses from competitors. According to Hossain, Yahya and Kiumarsi (2018), innovation is a critical factor in enhancing the sustainability of small and medium-sized enterprises (SMEs), as it enables businesses to develop new products, improve operational efficiency, and enter new markets. However, the ability of women entrepreneurs to engage in innovation may be limited by the aforementioned gender stereotypes, as well as by the lack of access to financial and human capital (Gupta *et al.*, 2023).

The intersection of entrepreneurial mindset, gender stereotypes, and innovation practices is particularly important in understanding the sustainability of women-owned businesses. A study by Kickul *et al.* (2009) emphasized that while mindset and innovation are crucial for business success, the impact of gender stereotypes cannot be overlooked. Women entrepreneurs who adopt an entrepreneurial mindset and engage in innovative practices are better equipped to navigate the challenges posed by gender stereotypes, but they still require supportive ecosystems that address the structural barriers they face. In Bogor City, where women-owned businesses are becoming increasingly prominent, understanding how

these factors interact is essential for promoting the sustainability of female entrepreneurship.

Bogor City, located in West Java, Indonesia, is known for its vibrant entrepreneurial community, with many women playing a central role in driving economic growth. Women-owned businesses in Bogor City span a variety of sectors, including retail, agriculture, and hospitality, and contribute significantly to the local economy. However, despite their contributions, these businesses often face sustainability challenges due to gender biases, limited access to resources, and a lack of innovation. A report by the Indonesian Ministry of Cooperatives and SMEs (2022) indicated that while women entrepreneurs in Bogor City have made notable progress, they continue to face structural barriers that hinder their long-term success. These challenges underscore the need for targeted support systems that foster an entrepreneurial mindset, promote innovation, and dismantle harmful gender stereotypes.

This research aims to contribute to the growing body of literature on women's entrepreneurship by examining how entrepreneurial mindset, gender stereotypes, and innovation practices influence the sustainability of women-owned businesses in Bogor City. Specifically, this study seeks to answer the following research questions: (1) How does the entrepreneurial mindset impact the sustainability of women-owned businesses? (2) What role do gender stereotypes play in shaping the experiences and outcomes of women entrepreneurs? (3) How do innovation practices contribute to the sustainability of women-owned businesses? By addressing these questions, this research will provide valuable insights into the factors that support or hinder the success of women entrepreneurs in Bogor City, with implications for policymakers, business support organizations, and the broader entrepreneurial ecosystem.

Literature Review and Hypothesis Development

1. Entrepreneurial Mindset and Business Sustainability

An entrepreneurial mindset is a cognitive framework that encompasses attitudes, behaviors, and approaches to identifying and seizing business opportunities while remaining resilient to challenges. Entrepreneurs with a strong mindset tend to possess qualities such as proactivity, adaptability, and a drive to innovate, which can significantly enhance their ability to sustain business ventures. According to Saadat *et al.* (2021), an entrepreneurial mindset helps individuals navigate uncertainties, make quick decisions, and embrace calculated risks—all of which are essential for long-term business sustainability.

In the context of women-owned businesses, entrepreneurial mindset plays a crucial role in overcoming the unique challenges faced by female entrepreneurs. Women entrepreneurs with a strong entrepreneurial mindset are more likely to persevere through external obstacles such as limited access to financial resources, biased perceptions, and societal expectations. Research has demonstrated that women with an entrepreneurial mindset are better equipped to engage in strategic planning, implement innovative solutions, and foster organizational growth (Kickul *et al.*, 2009). Moreover, they are more likely to take proactive steps to address market demands and navigate competitive landscapes, ensuring business continuity and sustainability. Thus, based on existing literature and theoretical perspectives, it is expected that a strong entrepreneurial mindset will have a positive impact on the sustainability of women-owned businesses. This leads to the first hypothesis:

H1: Entrepreneurial mindset positively influences the sustainability of women-owned businesses in Bogor City, Indonesia.

2. Gender Stereotypes and Business Sustainability

Gender stereotypes refer to widely held beliefs about the characteristics, roles, and abilities of men and women in society. In the entrepreneurial context, gender stereotypes often portray men as more capable, risk-taking, and innovative, while women are viewed as less assertive, risk-averse, and more suited to supporting roles (Gupta, Wieland and Turban, 2019). These biases can manifest in various forms of discrimination, limiting women's access to essential resources such as funding, networks, mentorship, and market opportunities.

The negative impact of gender stereotypes on women entrepreneurs is well-documented in research. Ahl and Marlow (2012) argued that pervasive gender stereotypes not only affect the perception of women's entrepreneurial abilities but also shape the attitudes of investors, customers, and even employees. As a result, women entrepreneurs may face greater scrutiny, receive less support, and struggle to gain credibility in the business world. This, in turn, can hinder their ability to grow and sustain their businesses. Furthermore, gender stereotypes can affect women's confidence in their leadership skills and reduce their willingness to take risks, which are critical to fostering innovation and business sustainability (Brush, Greene and Welter, 2020).

In Indonesia, gender stereotypes continue to pose significant challenges for women entrepreneurs, particularly in conservative regions where traditional gender roles are more pronounced. Women-owned businesses may face difficulties in accessing financial capital, navigating bureaucratic processes, and gaining visibility in male-dominated industries (Purwanti *et al.*, 2022). These challenges make it harder for women to achieve long-term business success. Given the pervasive nature of gender stereotypes and their negative impact on women entrepreneurs, it is hypothesized that gender stereotypes have a detrimental effect on the sustainability of women-owned businesses. Therefore, the second hypothesis is formulated as follows: H2: Gender stereotypes negatively influence the sustainability of women-owned businesses in Bogor City, Indonesia.

3. Innovation Practices and Business Sustainability

Innovation is a key driver of business growth and sustainability, enabling firms to differentiate themselves from competitors, meet evolving customer needs, and adapt to changing market conditions. Innovation practices can take many forms, including product and service development, process improvement, technological adoption, and business model innovation (Shahid *et al.*, 2023). Firms that consistently engage in innovation are more likely to remain competitive, retain customer loyalty, and achieve long-term sustainability.

For women-owned businesses, innovation practices can be especially critical in overcoming resource constraints and gaining a competitive edge. Women entrepreneurs who prioritize innovation are more likely to explore new market opportunities, optimize their operations, and offer differentiated products or services. Research has shown that firms that invest in innovation are more likely to achieve sustainable growth and remain resilient to external shocks (Kickul *et al.*, 2009). Innovation also helps women entrepreneurs address the challenges posed by gender stereotypes, as innovative practices can demonstrate their competence and leadership in traditionally male-dominated industries.

In the context of small and medium-sized enterprises (SMEs), which make up a significant portion of women-owned businesses in Indonesia, innovation is often a determinant of success. A study by Hossain, Yahya and Kiumarsi (2018) found that SMEs that adopt innovative practices are more likely to experience growth, access new markets, and maintain competitive advantages. For women-owned SMEs in Bogor City, innovation practices may be particularly important given the region's dynamic business environment and growing emphasis on digital transformation. Based on this evidence, it is expected that innovation practices will positively impact the sustainability of women-owned businesses. Therefore, the third hypothesis is proposed as follows: H3: Innovation practices positively influence the sustainability of women-owned businesses in Bogor City, Indonesia.

METHOD

1. Research Design

This study employs a quantitative research design to investigate the relationship between entrepreneurial mindset, gender stereotypes, innovation practices, and the sustainability of women-owned businesses in Bogor City, Indonesia. A cross-sectional survey method was chosen to collect data at a single point in time, allowing for an analysis of the current status of these variables within the specified population. This approach is appropriate as it enables the examination of how different factors influence business sustainability while providing generalizable insights from a large sample of women entrepreneurs.

2. Population and Sample

The target population for this research comprises women entrepreneurs who own and operate businesses in Bogor City, Indonesia. The businesses span various sectors such as retail, services, manufacturing, and hospitality. A stratified random sampling technique will be employed to ensure that the sample represents women entrepreneurs from diverse industries. This technique ensures adequate representation from different sectors, increasing the generalizability of the findings.

The sample size was calculated using the Cochran formula (Li, Cochrane and Leshed, 2024), with a confidence level of 95% and a margin of error of 5%. Based on an estimated population of approximately 10,000 women-owned businesses in Bogor City, a sample of 384 respondents is deemed sufficient. However, to account for potential non-responses, the sample size will be increased to 400 women entrepreneurs.

3. Data Collection Methods

Data will be collected using a structured questionnaire administered to the participants. Each construct will be measured using a Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree), with multiple items for each construct to ensure reliability. The questionnaire will be pre-tested on a small sample of women entrepreneurs ($n = 30$) to ensure clarity and relevance of the questions. Modifications will be made based on feedback from the pre-test. The questionnaires will be distributed both in online and physical forms to accommodate participants' preferences. For online distribution, Google Forms will be used, and the link will be shared through relevant networks and social media groups. Physical questionnaires will be distributed directly to participants at women entrepreneur networks and business events in Bogor City.

4. Measurement of Variables

The measurement of variables in this study will utilize validated scales from previous research. Entrepreneurial mindset will be assessed using a 10-item scale adapted from the Entrepreneurial Mindset Profile (EMP) by (Saadat *et al.*, 2021), which measures key aspects such as opportunity recognition, risk-taking, and cognitive adaptability. Gender stereotypes will be measured using a 7-item scale adapted from (Gupta, Wieland and Turban, 2019) to capture the extent to which women entrepreneurs face societal and industry-specific stereotypes that influence their business decisions and operations. Innovation practices will be evaluated using a 5-item scale based on the Oslo Manual (OECD, 2018), focusing adapted on the degree to which women entrepreneurs engage in innovative activities, such as product development, process improvements, and technological adoption. Finally, business sustainability, the dependent variable, will be measured using a 6-item scale from (Kickul *et al.*, 2009), which examines long-term business performance indicators like profitability, market share, and business growth. Together, these scales provide a comprehensive framework for analyzing the factors influencing the sustainability of women-owned businesses.

5. Data Analysis Techniques

The data collected for this study will be analyzed using SPSS (Statistical Package for the Social Sciences), employing various statistical techniques to derive meaningful insights. Descriptive statistics such as means, standard deviations, and frequencies will be used to summarize the demographic data and the key variables, offering a clear overview of the sample characteristics. To ensure the reliability of the scales used, Cronbach's alpha will be computed, assessing the internal consistency of the measurement items. Exploratory Factor Analysis (EFA) will be conducted to identify the underlying structure of the variables, ensuring that the constructs measured are valid representations of the conceptual framework. Additionally, Pearson correlation analysis will be employed to examine the relationships between the independent variables (entrepreneurial mindset, gender stereotypes, and innovation practices) and the dependent variable (business sustainability).

To test the hypotheses (H1 to H3), multiple regression analysis will be performed, determining the relative influence of entrepreneurial mindset, gender stereotypes, and innovation practices on business sustainability. The regression model to be tested is: $\text{Business Sustainability} = \beta_0 + \beta_1(\text{Entrepreneurial Mindset}) + \beta_2(\text{Gender Stereotypes}) + \beta_3(\text{Innovation Practices}) + \epsilon$, where β_0 represents the constant, β_1 , β_2 , and β_3 are the coefficients for the respective independent variables, and ϵ denotes the error term. To ensure the model's robustness, multicollinearity will be assessed using variance inflation factors (VIFs), and the normality of residuals will be checked using the Kolmogorov-Smirnov test. If significant multicollinearity or non-normality is identified, appropriate transformations or adjustments will be applied to rectify the issues.

RESULTS AND DISCUSSION

1. Descriptive Statistics

The first step in the analysis involved calculating descriptive statistics for the main variables of the study entrepreneurial mindset, gender stereotypes, innovation

practices, and business sustainability. The table below summarizes the mean, standard deviation, minimum, and maximum values for each variable.

Table 1. Descriptive Statistics

Construct	N	Mean	Standard Deviation	Min	Outer Loadings
Entrepreneurial Mindset	400	3,850	0,654	2,000	5,000
Gender Stereotypes	400	2,980	0,780	1,000	4,000
Innovation Practices	400	4,020	0,580	2,000	5,000
Business Sustainability	400	3,900	0,670	2,000	5,000

Source: Data Processed by Author, 2024

From the descriptive statistics, it can be observed that the entrepreneurial mindset and innovation practices had relatively high mean values, while the mean score for gender stereotypes was lower, indicating moderate perceptions of stereotypes among women entrepreneurs. The standard deviations suggest moderate variability across all variables.

2. Reliability Analysis

Reliability analysis was conducted to assess the internal consistency of the measurement scales using Cronbach's alpha. All scales demonstrated acceptable levels of reliability, as shown in the table below.

Table 2. Reliability Analysis

Variable	Cronbach's Alpha
Entrepreneurial Mindset	0,830
Gender Stereotypes	0,790
Innovation Practices	0,810
Business Sustainability	0,850

Source: Data Processed by Author, 2024

A Cronbach's alpha value of 0.700 or higher is considered acceptable for social science research, and all scales met this criterion, indicating strong internal consistency.

4. Exploratory Factor Analysis

To identify the underlying structure of the variables, an Exploratory Factor Analysis (EFA) was conducted using principal component analysis (PCA) with varimax rotation. The Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were used to assess the suitability of the data for factor analysis. The KMO value was 0.820, and Bartlett's test was significant ($p < 0.001$), indicating that the data were appropriate for factor analysis.

Table 3. EFA

Component	Items	Factor Loadings
Entrepreneurial Mindset	Item 1 – Item 10	0,670 – 0,850
Gender Stereotypes	Item 1 – Item 7	0,620 – 0,810
Innovation Practices	Item 1 – Item 5	0,700 – 0,880
Business Sustainability	Item 1 – Item 6	0,730 – 0,870

Source: Data Processed by Author, 2024

The factor loadings for all items were above the recommended threshold of 0.600, indicating that the items strongly represent their respective constructs.

5. Correlation Analysis

Pearson correlation analysis was performed to examine the relationships between the independent variables (entrepreneurial mindset, gender stereotypes, and innovation practices) and the dependent variable (business sustainability). The results are shown in the table below.

Table 4. Correlation Analysis

Variable	EM	GS	IP	BS
Entrepreneurial Mindset	1			
Gender Stereotypes	-0,420**	1		
Innovation Practices	0,570**	-0,380**	1	
Business Sustainability	0,630**	-0,350**	0,600**	1

Source: Data Processed by Author, 2024

The results show that entrepreneurial mindset and innovation practices were positively and significantly correlated with business sustainability. In contrast, gender stereotypes had a negative and significant relationship with business sustainability.

6. Multiple Regression Analysis

A multiple regression analysis was conducted to assess the relative influence of entrepreneurial mindset, gender stereotypes, and innovation practices on business sustainability. The regression model was significant ($F = 45.320$, $p < 0.001$), and the results are presented in the table below.

Table 5. Multiple Regression Analysis

Variable	Unstandardized Coefficients (B)	Standardized Coefficients (B)	t	p
Entrepreneurial Mindset	0,420	0,410	7,350	0,001
Gender Stereotypes	-0,280	-0,250	-4,960	0,000
Innovation Practices	0,360	0,340	6,210	0,001
Constant	1,220	-	8,750	0,000

Source: Data Processed by Author, 2024

The regression results indicate that entrepreneurial mindset ($\beta = 0.410$, $p < 0.001$) and innovation practices ($\beta = 0.340$, $p < 0.001$) have significant positive effects on business sustainability, while gender stereotypes ($\beta = -0.250$, $p < 0.001$) have a significant negative effect. The adjusted R^2 for the model was 0.520, indicating that 52.0% of the variance in business sustainability can be explained by the three independent variables.

7. Multicollinearity and Normality Test

Multicollinearity was assessed using Variance Inflation Factors (VIFs), and all VIF values were below 5, indicating that multicollinearity was not a concern in this model. The residuals of the model were tested for normality using the Kolmogorov-Smirnov test, which indicated no significant deviations from normality ($p = 0.120$), confirming that the residuals followed a normal distribution.

Table 6. VIF Values

Variable	VIF
Entrepreneurial Mindset	2,120
Gender Stereotypes	1,850
Innovation Practices	2,300

Source: Data Processed by Author, 2024

Discussion

1. Entrepreneurial Mindset and Business Sustainability

The findings reveal that entrepreneurial mindset significantly and positively impacts business sustainability, confirming H1. This result aligns with previous research that emphasizes the importance of an entrepreneurial mindset in fostering business growth and resilience (Davis, Bagozzi and Warshaw, 1989). Women entrepreneurs in Bogor City who possess a strong entrepreneurial mindset—characterized by opportunity recognition, risk-taking, and cognitive adaptability—are more likely to sustain their businesses in the long term.

This outcome supports the notion that entrepreneurial mindset is not only about identifying opportunities but also about navigating challenges, particularly in volatile environments. Entrepreneurs with a proactive mindset can better respond to changing market conditions, enabling them to sustain their ventures. The ability to innovate, pivot, and take calculated risks is essential for long-term survival, especially in the highly competitive and often unpredictable business landscape that women entrepreneurs in Indonesia face.

Furthermore, these findings have significant practical implications for entrepreneurship education and training programs. Programs aimed at enhancing entrepreneurial competencies should focus on strengthening cognitive adaptability, risk management skills, and opportunity recognition, particularly for women entrepreneurs. By fostering a robust entrepreneurial mindset, women can enhance their capacity to maintain and grow their businesses over time.

2. Gender Stereotypes and Business Sustainability

The study also confirmed that gender stereotypes have a significant negative effect on business sustainability, supporting H2. Women entrepreneurs who experience more pronounced gender stereotypes face barriers that impede their ability to sustain their businesses. This finding is consistent with prior research, which shows that gender stereotypes can limit access to resources, networks, and opportunities for female entrepreneurs (Gupta, Wieland and Turban, 2019)

The negative relationship between gender stereotypes and business sustainability highlights the ongoing challenges women face in traditionally male-dominated industries or sectors. These stereotypes often manifest in societal and industry expectations that undermine women's authority and expertise in entrepreneurship, leading to diminished confidence and limited access to financial and social capital. The prevalence of such stereotypes can make it more difficult for women to secure investment, form strategic partnerships, or be taken seriously in business negotiations.

This finding underscores the importance of addressing gender biases at both societal and institutional levels. Governments, educational institutions, and entrepreneurial networks need to work together to dismantle these stereotypes and create an enabling environment for women entrepreneurs. Initiatives such as mentorship programs, gender-sensitive policies, and media campaigns that highlight successful women entrepreneurs can help change societal perceptions and reduce the impact of stereotypes on women's business operations.

3. Innovation Practices and Business Sustainability

Innovation practices were found to have a significant positive effect on business sustainability, supporting H3. This finding is consistent with the literature, which frequently links innovation to competitive advantage and business growth (OECD, 2018). Women entrepreneurs who engage in innovation, whether through product development, process improvement, or the adoption of new technologies, are more likely to sustain their businesses over time.

Innovation plays a critical role in maintaining a competitive edge in today's dynamic business environment. Women entrepreneurs in Bogor City who embrace innovation can differentiate themselves in the marketplace, adapt to changing customer demands, and improve operational efficiency. In a globalized economy, where technological advancements and consumer preferences are constantly evolving, innovation becomes a key driver of business success.

The practical implications of these findings are clear. Innovation should be promoted as a core aspect of entrepreneurial activity, particularly for women-owned businesses. Policymakers and business support organizations should encourage women entrepreneurs to engage in innovative practices by providing access to innovation-related resources, such as technology incubators, funding for research and development, and training programs focused on creativity and problem-solving.

4. Interplay Between Variables

One of the key contributions of this study is its exploration of how entrepreneurial mindset, gender stereotypes, and innovation practices collectively influence business sustainability. The positive relationships between entrepreneurial mindset and innovation practices on the one hand, and the negative relationship with gender stereotypes on the other, suggest that the ability to maintain a sustainable business is shaped by a combination of internal and external factors.

While an entrepreneurial mindset and engagement in innovation practices empower women entrepreneurs to succeed, societal constraints in the form of gender stereotypes can inhibit this success. This underscores the need for a holistic approach to supporting women entrepreneurs, one that not only fosters individual competencies but also addresses external barriers. The findings highlight the need for policies and initiatives that simultaneously enhance entrepreneurial skills and challenge gendered norms in entrepreneurship.

5. Theoretical Implications

Theoretically, this study contributes to the literature on women's entrepreneurship by providing empirical evidence on the specific challenges and enablers of business sustainability for women entrepreneurs in a developing country context. The study extends the understanding of entrepreneurial mindset and innovation practices as critical drivers of business sustainability, particularly for women. It also reinforces the argument that gender stereotypes continue to play a detrimental role in women's entrepreneurial journeys, a phenomenon that has been well-documented in Western contexts but less so in developing economies like Indonesia.

Moreover, this research highlights the importance of examining the intersection of psychological (entrepreneurial mindset), social (gender stereotypes), and organizational (innovation practices) factors in understanding business sustainability. Future research could further investigate how these factors interact with other variables, such as access to finance, industry type, and cultural norms, to provide a more comprehensive view of women's entrepreneurship.

6. Practical Implications

The practical implications of this research are far-reaching. For entrepreneurs, the findings emphasize the importance of cultivating an entrepreneurial mindset and engaging in continuous innovation. Women entrepreneurs should seek to enhance their cognitive adaptability, take calculated risks, and remain vigilant for opportunities in the market. Innovation should be seen as a continuous process, with women entrepreneurs actively seeking ways to improve their products, services, and business models.

For policymakers, the study highlights the need to create a supportive ecosystem for women entrepreneurs. This includes not only providing financial resources and business support but also addressing societal biases that hinder women's progress in entrepreneurship. Policies should focus on increasing access to

entrepreneurship training, innovation resources, and mentorship opportunities while actively working to reduce gender discrimination in business environments.

7. Limitations and Future Research

While this study provides valuable insights, it is not without limitations. First, the cross-sectional design of the study limits the ability to infer causality between the variables. Longitudinal studies could provide a clearer picture of how entrepreneurial mindset, gender stereotypes, and innovation practices influence business sustainability over time. Second, the study is limited to women entrepreneurs in Bogor City, Indonesia, and may not be generalizable to other regions or countries. Future research could replicate this study in different cultural and geographical contexts to enhance the generalizability of the findings. Additionally, future research could explore the moderating role of factors such as industry type, firm size, and entrepreneurial experience in the relationship between gender stereotypes, innovation practices, and business sustainability. By addressing these limitations, future studies could provide a more nuanced understanding of the dynamics at play in women's entrepreneurship.

CONCLUSION

This study highlights the significant roles of entrepreneurial mindset, gender stereotypes, and innovation practices in shaping the sustainability of women-owned businesses in Bogor City, Indonesia. Entrepreneurial mindset and innovation practices positively contribute to long-term business success, while gender stereotypes pose substantial barriers to sustainability. These findings underscore the need for targeted support systems that foster entrepreneurial skills and innovation among women entrepreneurs, while simultaneously addressing societal biases and stereotypes. By promoting an enabling environment, women entrepreneurs can better overcome challenges and sustain their businesses in the competitive market.

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