



Woman in Development and Politics

Designing a Digital Entrepreneurship Model for Women in Home-Based Businesses with a Grounded Theory Approach

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ABSTRACT

Introduction

In the contemporary landscape of global business, digital technologies have emerged as transformative forces, fundamentally altering the way entrepreneurship is perceived, initiated, and sustained. In addition to their contributions to GDP growth and job creation, these technologies are essential for poverty reduction. Moreover, digital technologies offer a platform for promoting economic participation, particularly in the field of entrepreneurship. As Joseph Schumpeter, the renowned theorist of entrepreneurship, emphasized, entrepreneurship in the technological era serves as a cornerstone of economic power worldwide. The globalization of information and communication technologies (ICT) has introduced a plethora of opportunities and challenges in a variety of professions. Businesses must remain at the forefront of innovation in order to endure and prosper in the current, fiercely competitive market. The rapid rate of innovation is essential for entrepreneurs to maintain competitiveness in dynamic markets, and digital technologies enable them to optimize processes, streamline operations, and adapt. Consequently, the utilization of digital tools and platforms is not merely an option; it is a necessity for the continued existence of a business. Digital transformation has the potential to expand domestic and international markets, facilitate consumer engagement, and establish the fundamental conditions for business growth. In addition to enhancing efficiency and innovation, entrepreneurs can position their businesses for sustainable success in the ever-evolving global economy by implementing digital technologies.

Digital entrepreneurship is characterized by several fundamental features, with entrepreneurs in the digital era operating their businesses on digital platforms and leveraging various digital tools for commercial activities. The impact of digitalization on businesses has been so profound that even home-based enterprises have not been free of these changes. As a result, the absence of specialized knowledge is the most significant obstacle to entry into the digital business sector. It is imperative for any business to establish effective methods for selling and delivering products, identify target markets, and clearly define its strategies in order to ensure its survival. Furthermore, cybersecurity is of the utmost importance.

The primary goal of this study is to develop a digital entrepreneurship model for women engaged in home-based enterprises by employing a grounded theory approach. The objective of this model is to help home-based entrepreneurs enter the digital domain with prior knowledge and capitalize on new technologies and entrepreneurial methods to achieve greater success. Accordingly, the primary research query is formulated as follows: What is the digital entrepreneurship model for women who operate home-based businesses?

Methodology

Interpretivism is the paradigm that governs this investigation, and the grounded theory method has been chosen as the research methodology. Consequently, the current study implements a qualitative methodology that is grounded in theory, as outlined in the systematic approach proposed by Strauss and Corbin.

The statistical population of this study comprises individuals who possess an adequate level of expertise and experience in the development of digital entrepreneurship models for home-based businesses. A minimum of five years of work experience is required for this group, which is composed of academic experts and entrepreneurs who have established home-based enterprises through social media and digital platforms. Purposive sampling was the primary method used to determine the sample size, and snowball sampling was employed to ensure that the sample included appropriate participants. The experts were identified and interviews were conducted until

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theoretical saturation was obtained, in accordance with the established selection criteria. After conducting 12 interviews, theoretical saturation was achieved; however, interviews 13 and 14 were conducted to guarantee adequate confidence.

Results

Coding is the most critical phase of interview data analysis. The data analysis process in grounded theory research is structured around Strauss and Corbin's (1967) framework. This framework includes three stages of coding (open, axial, and selective) and a six-category classification, which encompasses the identification of causal factors, core phenomena, intervening conditions, contextual or situational factors, strategies, and outcomes. Qualitative content analysis was implemented in this investigation to extract the constituents. Both manifest and latent content analysis methods were utilized; in certain cases, the latent content embedded in the data was also interpreted.

In general, the content analysis process involved the following stages: 1. Transcription of interviews: The recorded interviews were transcribed using Microsoft Word. 2. Data summarization: The findings from each interview were articulated into sentences and coded using MAXQDA software. 3. Data categorization: The results of each interview were arranged in distinct tables.

Fourteen interviews yielded 173 open codes during the open coding phase. During the coding procedure, codes that were redundant or closely related were eliminated. The concepts were categorized and presented according to shared themes after the obtained codes were reviewed and the initial concepts were refined by eradicating redundant and similar ideas. Consequently, the interview data was axially and selectively coded to identify causal, intervening, contextual, and strategic factors, as well as outcomes, that could be used to develop a digital entrepreneurship model for women in home-based enterprises.

In total, causal factors were classified into 14 axial codes and 3 selective codes, which include entrepreneurial empowerment, individual characteristics, and technology. 16 axial codes and 4 selective codes were employed to identify contextual factors, which include infrastructure, individual knowledge, and content-related elements. Opportunity and infrastructure were also considered. Intervening factors, including internal factors and the establishment of effective communication, included 8 axial codes and 2 selective codes. Strategic factors were identified with 16 axial codes and 4 selective codes, highlighting strategies like digital marketing, adherence to digital regulations, expert leadership, and the potential of internet advertising.

Moreover, the implementation of these chosen strategies resulted in particular results. Three principal outcomes were identified through the analysis of interview texts, which were derived from 11 axial codes: the improvement of economic performance, the establishment of a transnational network of relationships, and the enhancement of job value for women. Each of these factors was repeatedly emphasized in the interviews, making it challenging to distinguish the degree of importance between them. Their significance may vary depending on the current context and working environment. Finally, the identified categories were synthesized and presented in the form of a paradigm model.

Conclusion

The research concludes that digital entrepreneurship has the potential for empowering women and driving economic development. Home-based entrepreneurs can enhance their economic circumstances and contribute to the broader economic resilience and dynamism by utilizing digital technologies and platforms. In order to foster the expansion of digital entrepreneurship, it is imperative to establish supportive frameworks and policies, particularly for women, who are still underrepresented in this field. As the digital economy continues to develop, it will be imperative to conduct ongoing research and policy interventions to establish an environment that is conducive to the growth and innovation of home-based enterprises. This research provides recommendations for home-based entrepreneurs, policymakers, and future researchers. It also acknowledges its limitations and suggests overcoming them in future studies.

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