

A Systematic Literature Review of the Intention Behavior Gap in Female Entrepreneurship

Authors : Lina Uebbing

Abstract : Despite growing interest in female entrepreneurship, a significant intention-behavior gap persists, with fewer women transitioning from entrepreneurial intention to action. This systematic literature review addresses the underlying causes of this disparity, focusing on barriers and enablers influencing women's entrepreneurial behavior. Building on the Theory of Planned Behavior (TPB) and the Theory of Interpersonal Behavior (TIB), the study integrates these frameworks to uncover the complex interplay of cognitive, emotional, and contextual factors that shape entrepreneurial decision-making. The review synthesizes findings from 2000 to 2023, systematically identifying studies through databases and a snowballing approach, resulting in a final selection of relevant research. The findings reveal that institutional barriers, implicit discrimination, and societal role expectations hinder women's entrepreneurial pursuits. Conversely, enablers such as digitalization, advanced mentoring, and entrepreneurial counseling foster resilience and bridge the intention-behavior gap. Notably, while many entrepreneurship programs focus on translating intention into action, the results suggest that support must extend beyond business establishment. Continuous guidance addressing role incongruence and providing practical tools for navigating challenges are essential for sustained entrepreneurial success. This research contributes to the literature on gender disparities in entrepreneurship by shifting the focus from antecedents of intention to post-intention behaviors. It highlights the importance of creating targeted policies and programs that go beyond initial support, emphasizing sustained interventions to enhance women's entrepreneurial outcomes. Practical implications include the design of inclusive ecosystems that address both individual and structural barriers, fostering equitable entrepreneurial environments for women. The study underscores the necessity of further research to validate these findings in real-world settings and explore emerging trends in digital inclusion and innovative support mechanisms.

Keywords : female entrepreneurship, intention behavior gap, theory of interpersonal behavior, inclusive entrepreneurship

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