

An Analysis of Social Media Platforms: A Perspective of Women Social Entrepreneurs

By

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Abstract

The Purpose-The thesis focuses on women, particularly in social entrepreneurship and the relationships with social media platforms. The study investigates to what extent women social entrepreneurs use social media platforms in India and Bangladesh.

Design/Methodology/Approach- There is a knowledge gap that exists on how women social entrepreneurs use social media platforms. Consequently, the author has conducted a three stages study to answer to the research question. The first step of the methodology was conducting a systematic literature review of selected academic papers. Atlas.ti 22 software was applied to delve into more qualitative information for the study. Several essential themes were developed from the Systematic Literature Review (SLR) that showed the relationship between women entrepreneurs and social media platforms. Afterward, based on the previous themes, Atlas.ti 22 was used for coding websites and social media platforms of women-led social businesses.

Findings and Implications-This study found a deeper connection between the utilization of social media platforms and women social entrepreneurs. Women social entrepreneurs use social media platforms for general business and social business purposes. They take advantage of social media platforms for marketing, business, networking, and communication purposes. Moreover, social activities are not only limited to solving societal problems but also extend the scope of various social activities, such as social interventions, advocacy, and social services on social media platforms. The result of the study can help researchers to adopt the conceptual framework and conduct further research to see the impact of each social activity performed on social media platforms. Moreover, stakeholders can comprehend the importance of social media platforms and make significant decisions for social business.

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List of Abbreviations

- ABDC-The Australian Business Deans' Council
- ACDB- Association for community development in Bangladesh
- ASF-Acid Survivors Foundation
- BBMP-Bruhat Bengaluru Mahanagara Palike
- B2B-Business to Business
- B2C-Business to Consumer
- BGMEA- Bangladesh Garment Manufacturers and Exporters Association
- BEP- Best Environmental Practice
- BIP-Bangladesh Institute of Planners
- CAQDAS-Computer-Assisted Qualitative Data Analysis System
- C4D-Communication for Development
- CED-Customer Equity Drivers
- CEOs- Chief Executive Officers
- CSR-corporate social responsibility
- CUMO- Curriculum Unit Measurement Operating
- DSLR-Digital Single-lens Reflex

DSH-The digital study hall
DS-Doorstep School
e-Commerce- Electronic Commerce
ECPAT-End Child Prostitution and Trafficking
e-WOM-electronic Word of Mouth
F-Commerce- Facebook Commerce
FCCT-Foreign Correspondents' Club of Thailand
FFC-Friendship Farmer's Club
FME-Foreign Market Entries
GBS-Gurukula Botanical Sanctuary
GEM-Global Entrepreneurship Monitor
GOAL- Going Online as Leaders
ICT- Information and Communications Technology
IOM- International Organization for Migration
IMNCI- Integrated Management of Neonatal & Childhood Illnesses
IoT-Internet of Things
ISE-Impulse Social Enterprises
MHI-Mariwala Health Initiative
MOU- Memorandum of Understanding
MSEs- micro and small businesses
MSJE- Ministry of Social Justice and Empowerment
MSMEs-Micro Small and Medium Enterprises
NGO- Non-Governmental Organizations
NIUA-National Institute of Urban Affairs
NSDC-National Skill Development Corporation
NTTDATA- Nippon Telegraph and Telephone (Public Corporation) DATA
NUK-Nari Uddug Kendra
PFDA-PFDA vocational training center trust (PFDA-VTCT)
RMG-Ready-made garment
RSSO- Ruchika Social Service Organization
S-CSR- Social media-Corporate Social Responsibility
SDG-Sustainable Development Goals
SE-Social Entrepreneurship
SEs-Social Entrepreneurs

SLR-Systematic Literature Review
SMA-Social media activity
SMMAs-Social Media Marketing Activities
SMEs-Small and Medium Enterprises
SM-Social Media
SMM-Social Media Marketing
SMS-Stree Mukti Sanghatana
SMS-Short Message Service
SNS- Social Networking Sites
SSM-Samuday Samarthan Manch (De-notified Tribes Collective Platform)
STEM- Science, Technology, Engineering, and Mathematics.
TED-Technology, Entertainment, and Design
TMSS Medical College- Thengamara Mohila Sabuj Sangha Medica College
TYPF-The Youth Parliament Foundation
UAE-The United Arab Emirates
UN-United Nation
UNCRC-The United Nations Convention on the Rights of the Child
UNICEF-United Nations Children's Fund
UN-HABITAT-The United Nations agency for human settlements program
UNODC -United Nations Office on Drugs and Crime
USAID- U.S. Agency for International Development
VE-Value Equity
VSSM- Vicharata Samuday Samarthan Manch
WOM-Word-of-Mouth
WPSI- Wildlife Protection Society of India
WE- Women Entrepreneurship WSE-Women Social Entrepreneurship

CHAPTER 1

INTRODUCTION

Sajida Rahman Danny, a former employee of UNICEF, left her job due to the lack of family support for her one and only child, Siam. Siam suffered from complex neuro disabilities that blocked his cognitive functions when he was an infant. It was an unfathomable and unending journey for Sajida when she needed to comprehend her son's responses to every tiny movement. She started to act like her son to understand the thought process of a neuro-disabled; as a result, Sajida took one and a half years to learn and then teach her son how to chew food and swallow them properly. After many years of patience, Siam recently passed A-level (Advanced Level) exams. Instead of getting admission to the graduation program at the tertiary level, Siam participated in a training program on hospitality and tourism management and became a confident expert in food and bakery service in the travel and tourism sector. Moreover, Siam managed to get his first job successfully at Bangladesh Airport (Prothom Alo, 2018).

Sajida Rahman Danny, the founder of the PFDA -vocational training center, believed that solo efforts could not bring change to society, and what was required was collective action. Her faith pushed her to build the PFDA-vocational training center in 2014 (PFDA Vocational Training Center, 2017). Her initiatives brought her Ashoka fellowship in 2018 along with other awards and achievements (Ashoka, 2022). Like Siam, many children are now differently able and streaming into the workforce. This success took a long time, yet now, parents know about neuro disabilities and how to help their children develop their cognitive abilities as well as other developments. To create awareness, PFDA has created a platform for parents to become more alert about the issues. This organization also created several social media platforms to spread awareness at national and international levels.

1.1 Background and Purpose of Study

The existence of society depends significantly on entrepreneurs. They undertake business operations that boost economic well-being through establishing a new business, exploring new production

techniques, and creating employment. Labor, money, and business know-how are all combined in the innovative and dynamic activity of entrepreneurship (Hannafey, 2003).

When we narrow down the entrepreneurs based on gender, women entrepreneurs are a focused area for research because of the uniqueness in behavioral dimension and the business practices they adopt. Global economy and society both benefit significantly from the contributions made by women entrepreneurs. According to an estimation from the GEM 2020 study, women make up one in every two entrepreneurs who are active globally and one in every three who are growth oriented. This estimation of women entrepreneurs indicates that the percentage of women in businesses will increase in the upcoming (Elam, 2021).

Moreover, social cultural dimension plays a significant role in entrepreneurial opportunities. South Asian women face endemic problem such as gender biasness, limited access to capital for their business and male dominant role in business decision making process (Donna Bobbit-Zeher, 2011). To empower themselves they chose business as a path of empowerment (Chakraborty & Biswal, 2022). In this study, we admit the cultural and behavioral dimension, we look at this study as non-critical way. Our focus is how women entrepreneurs and women social entrepreneurs use social media platforms for their business purposes.

Due to the development of digital technology, information and communication technology, the Internet, and social media platforms, the entrepreneurial component has altered through time and now requires the inclusion of certain features. More precisely, since social media platforms have a sizable audience, businesses must be very attentive while connecting audiences and adjusting suitable features to engage audiences. Businesses frequently combine their physical location with social media platforms to engage their clients and reap higher rewards. Women business owners are adjusting their operations to reflect this development (Puriwat & Tripopsakul, 2021).

However, business without social purpose does not address the societal issue with the same fervor as social entrepreneurship. While social entrepreneurship seems to be a simple term, it has diverse meanings (El-Den , Adeikhari , & Azam, 2017). Social entrepreneurs distinguish themselves from other

leaders by exhibiting distinct beliefs, objectives, and philosophies and a propensity for transformative leadership (Jackson et al., 2018). It has been stated that women tend to adopt social businesses more than traditional ones because of their feminine characteristics of compassion and care (Yamini et al., 2022). Previous research showed that social media and social entrepreneurship have a unique bonding that helps them achieve the social mission by solving existing societal problems. Moreover, social entrepreneurs usually utilize social media platforms for marketing and communication purposes with their audiences (Nakamura & Horimoto, 2020).

Nevertheless, this research is insufficient to understand how social women entrepreneurs use social media platforms, particularly in South Asia. Thus, we have selected two countries, Bangladesh, and India from South Asia to research the uses of social media platforms such as Facebook, Twitter, and LinkedIn to understand the nature of activities performed by women social entrepreneurs on these social media platforms.

1.1.1 Research Question

This study aims to address the following questions:

- A. How do women social entrepreneurs use social media platforms for general business purposes?
- B. How do women social entrepreneurs use social media platforms for social business purposes?

1.2 Significance of the Study

The growth of social media is very impressive in emerging economies. With the advent of technology and cheap internet cost, 52.58 million people used the internet in Bangladesh in January 2022, and the internet penetration rate stood at 31.5 percent of the total population at the start of 2022. In addition to that, there are more than 49.55 million social media users in the economy of Bangladesh, which is 30% of the total population; among them, 44.70 million users are using Facebook. In addition to that, Facebook Messenger reached 21.45 million in the same year. Additionally, YouTube, Instagram, LinkedIn, and Twitter are popular forms of social media that have larger audiences in Bangladesh (Kemp,

2022). Even in neighboring country India, social media is a quintessential part of society. The most used popular social media platforms are Instagram (76.50%), Facebook (74.70%), Twitter (44.90%), LinkedIn (37.20%), and Pinterest (34.90%). Moreover, it has been found that big and small businesses use these platforms for marketing and communication purposes (The Global Statistics, 2022).

Social media technologies have altered the way entrepreneurs interact with audiences and stakeholders that impact the process and performance of entrepreneurship (Secundo et al., 2020). Particularly, women entrepreneurs in Asia have grown significantly and social entrepreneurships are concentrated mostly in India, followed by Bangladesh and Sri Lanka (Sengupta & Sahay, 2017). However, personal motivational factors such as gender inequality, work-life imbalance; and socio-economic factors, for instance lack of education and unemployment, motivate Asian women to begin an entrepreneurial journey for economic participation, educational attainment, political empowerment and balancing the gender gap (Franzke, Wu, Froese, & Chan, 2022). Social media plays a vital role for women-owned entrepreneurship and social entrepreneurship in the South-Asian region by creating value, interacting with audiences, propagating social awareness, and developing networks that inevitably support entrepreneurs achieving their social capital (Sengupta & Sahay, 2017; Ali et al., 2022).

To understand the role and uses of social media in Bangladesh and India for business intention by women entrepreneurs is very demanding in this digital era. This thesis paper will delve in detail how women entrepreneurs and women social entrepreneurs utilize social media platform for business. As a result, we will be able to portray the dimension of uses that will enhance our understanding about the performance of social media and entrepreneurial activities particularly in these two countries.

Future women entrepreneurs in social business can utilize the knowledge, findings and recommendation from the study and adopt social media platforms for their business. They can choose a platform that is appropriate for their business, and they can use practical examples from the study. Moreover, in future research can be extended in many areas of social entrepreneurship involving social media by engaging and interviewing women entrepreneurs about their interest in social media for improving business performance. Furthermore, how social media contributes to economic and business

growth, affects the community and society, increases the social capital in women entrepreneurs in social business can be studied.

1.3 Definition of Terms

1.3.1 Entrepreneurship

“Entrepreneurship, then, is the control and deployment of resources to create an innovative economic organization (or network of organizations) for the purpose of gain or growth under conditions of risk and uncertainty” (Dollinger, 2008, p.9).

1.3.2 Social Entrepreneur

Transformation of society is the main objective and priority to the social entrepreneurs instead of rewarding themselves financially. The outcome of the entrepreneurial activity includes social component and contribution that create sustainable economic values and benefits collective interest (Audretsch, 2015).

1.3.3 Social Business

Social business is a form of business that seeks an equilibrium between social intention and financial objectives, situated somewhere between a profit-optimization business and the non-profit sector. Social business targets the resolution of social issues that neither nation nor civil society have been able to handle by themselves (Battilana & Lee, 2014).

1.3.4 Social Entrepreneurship

“Social entrepreneurship as an endeavor to take risks, innovate and thereby generate business profit for society”. Aligning with this viewpoint, they form community enterprises as well as socio-economic dual mission enterprises as social enterprises. The business decision of a social entrepreneur depends on the driving mission; the balance between being ‘market-oriented’ and ‘socially based’ (Masseti, 2008, pp. 1-8).

1.3.5 Social Media

Social media are Internet-based platforms that permit users to interact with themselves selectively and participate in opportunistic conversations with both broad and specialized audiences that value user-generated content and the appearance of interpersonal contact (Carr & Hayes, 2015).

1.3.6 Women Entrepreneurship

Women entrepreneurship has been launched and established by a woman who innovates as well as being involved in the administration of the business. Women entrepreneurs explore the vision and implement entrepreneurial goals through a new venture, ideas and accepting financial risk for profit (Tshishonga, 2021).

1.3.7. General Business Activities

The aim of the business is to offer value to customers who pay the value or similar to that value. To create this value and offer the product and service, business performs several activities such as marketing, financing, research and development, communication, and human resource management (Weiss, 2013).

1.4 Delimitations and Limitations

This study only covers women entrepreneurs in social business in Bangladesh and India. When examining academic articles for the systematic literature review, we excluded China because they use a unique social media that differs from others (Wang, 2016). In addition to that, for the convenience of the study we examined three social media platforms such as Facebook, Twitter, and LinkedIn.

The limitations of the study subsume the scope that we drew for the study. This study observes 52 women social entrepreneurs in Bangladesh and India and only three social media platforms the women social entrepreneurs use for their business. However, these findings while applicable to the regions studied may not be fully representative of the use of social media platforms by women in other regions, and for other purposes than socially entrepreneurial activities.

1.5 Structure of the Thesis Paper

1.5.1 Literature Review

Chapter two reviews the literature on relevant and current literature regarding women social entrepreneurs and social media platforms. This chapter also contains the review of literature on entrepreneurship, women entrepreneurship, social entrepreneurship, women social entrepreneurs and types of social media platforms and their usability.

1.5.2 Methodology

Chapter three contains the method of the study. This thesis paper is qualitative. A qualitative approach is justified when the intention is to dive deep into a subject (Myers, 2020). The research includes a systematic literature review to delve into the insights of the literature review by using different systematic protocols. It helps to synthesize the scholarly evidence on a topic and provide answers to research questions (Xiao & Watson, 2019).

ATLAS.ti 22 coding software was used to develop different themes for exploring the systematic literature review. This software focuses on qualitative rather than quantitative analysis, identifying the components of the primary data material and deciphering their significance. This software is easy for knowledge management and converting data into valuable knowledge. Any field that uses this form of soft data analysis will significantly benefit from ATLAS.ti (Friese, 2022). In the second stage of the exploration, 52 websites of women's social entrepreneurship were coded to develop another round of themes to observe the activity of the social enterprise and which social media platform they use. In the third stage, selective social media platforms such as Facebook, Twitter and LinkedIn profiles were coded to see how they utilize the platform for general and social business purposes.

Moreover, academic articles were saved to RefWorks Citation Manager for in-text citation and bibliography. VOSviewer was used to create an interconnected network based on text across the scholarly articles selected for systematic literature review. Chapter three includes the details on how data was collected and organized for the research.

1.5.3 Result and Findings of the Thesis paper

The purpose of the study is to research how women social entrepreneurs utilize social media platforms for general and social business purposes. To investigate the question, the author thoroughly and carefully coded academic papers for developing codes. After that, codes were organized into ten groups and these groups were narrowed down into four themes for women entrepreneurs and social media uses. Chapter four explains the findings from the systematic literature reviews and explains different themes. This chapter also includes business types (e.g., SMEs, MSMEs), geographical locations of entrepreneurship and relevant information on women entrepreneurship and social media platforms. We found that, women entrepreneurs from different countries use vast ranges of social media tools for business activities such as branding, business promotion, marketing, networking, accessing information.

In chapter five, 52 websites on women social entrepreneurs (11 websites from Bangladesh and 41 websites from India) were coded to observe the regular activities, social activities, partners, advocacy programs, intervention program and project that assisted them in attaining the mission. Along with that, other contents such as social services, collaboration with partners, and similar social activities have been observed that aim to empower the community.

Chapter six details how women social entrepreneurs in Bangladesh and India utilize social media platforms, namely Facebook, Twitter, and LinkedIn. This chapter bridges chapter four and five by synthesizing the nature of uses of social media for general purposes and social business purposes by women entrepreneurs.

1.5.4 Discussion and Conclusion

The last chapter of the thesis, chapter seven, includes the discussion, insights from the research, and the limitations of the study. In investigating the research question, the author found that women social entrepreneurs use social media platforms in multiple ways for business. It has been observed that, women social entrepreneurs in Bangladesh and India use social media sites to reach the community. They perform various activities on social media platforms that are not only tied to solving societal problems but extends the scope of different social activities available on social media platforms. In addition to that, this

chapter also discuss the present study in relation to past research, the research implications, limitations, and offers implications for practitioners

CHAPTER 2

LITERATURE REVIEW

A literature review positions a thesis within previous works and helps in organizing it systematically (Machi & McEvoy, 2022). A literature review helps to uncover the state of knowledge in current existing research and guide the researcher in grounding the research work. Research on social media is a growing area nowadays; how entrepreneurs are utilizing this social media has become a research topic in the academic and non-academic world. In addition, how women entrepreneurs employ social media in business has become a prioritized area of research because it is important to know how they compete, communicate with customer, adopt current marketing strategies, and utilize networks (Islam et al., 2021).

The purpose of the study was to analyze how women social entrepreneurs use social media platforms for general business and social business purposes.

The literature review illustrates two critical components and sub-components of this study. Critical components are entrepreneurship and social media platforms; the review on entrepreneurship will help to identify gender and behavioral perspective of women entrepreneurs in South Asia, women entrepreneurs, social entrepreneurs, and women social entrepreneurs, whereas the use of social media platforms will examine relationship among ICT, Internet and social media, different types of social media platforms, and how entrepreneurs, women entrepreneurs, and social entrepreneurs use social media platforms.

2.1 Entrepreneurship

Entrepreneurship has carried different meanings to different individuals over the last eight hundred years "since *entreprenre* (with the connotation to do something) was in use as early as the twelfth century, and in the fifteenth century the corresponding noun developed" (Long, 1983, p. 47). Additionally, entrepreneurs are defined as "one who creates a new business in the face of risk and

uncertainty to achieve profit and growth by identifying opportunities and assembling the necessary resources to capitalize on them" (Rashid & Ratten, 2020; p.54).

Various viewpoints within and outside the entrepreneurship sector are reflected in the current conceptualizations, which connect in multiple ways to opportunity pursuit, business creation, risk, profit-seeking, and more (Prince et al., 2021). While some academics have bemoaned the amount of attention that the concept of entrepreneurship has gotten in the literature, others have encouraged a sustained conversation to improve the field (Bruyat & Julien, 2001; Bacq & Janssen, 2011; Conway Dato-on & Kalakay, 2016). Table 1 has captured the prominent definition of Entrepreneurship as a Definitional Theme.

Table 1. Prominent Definitions of Entrepreneurship by Definitional Theme

Definitional theme	Definition	Authors	Year
Uncertainty	Bearing the risk of manufacturing products and reselling goods.	Cantillon	1734
	The attempt to predict and act upon change within markets.	Knight	1921
	The process by which individuals – either on their own or inside organizations – pursue opportunities without regard to the resources they currently control.	Stevenson and Jarillo	1990
Business Creation	Major ownership and management of a business venture without employment elsewhere.	Brockhaus	1980
	The creation of new enterprises the creation of new organizations.	Low and MacMillan Gartner	1988
	New entry	Lumpkin and Dess	1996
Innovation	Innovative change within markets through the carrying out of new combinations.	Schumpeter	1934
Opportunity	Recognizing and acting upon market opportunities.	Kirzner	1979
	The discovery, evaluation, and exploitation of opportunities.	Shane and Venkataraman	2000
Value Creation	A dialog between individual and new value creation, within an ongoing process and an environment with specific characteristics.	Bruyat and Julian	2001
	Creating shared value for others	Lackeus Lundqvist and Williams Middleton	2016

Note—prominent Definitions of Entrepreneurship by Definitional Theme.

Adapted from “The definition of entrepreneurship: is it less complex than we think?” by (Prince et al., 2021) International Journal of Entrepreneurial Behavior & Research, Vol. 27 No. 9, p. 33

In addition to that, there are more comprehensive definitions of entrepreneurship from different fields; as a result, it is difficult to unify the definition of entrepreneurship. From the entrepreneurship taxonomy, there are various sub-domains based on the field of entrepreneurial activity (what), the acting entity (who), how the value is being created (how), the goals of the entity (why), the stage of the venture (when), and the environment in which a venture utilizes its resources and market (where) (Gedeon, 2010).

Table 2. Entrepreneurship sub-domain terms

Lexicon Terms (Adjectives)	Taxonomy	Associated Fields of Research
Business Entrepreneurship Social Entrepreneurship	What	Economics, Sociology, Praxeology
Gender-based Entrepreneurship	Who	Psychology, Organizational Behavior, Change Management, Agency Theory

Note—A Partial Lexicon of Entrepreneurship Sub-Domain Terms.

Adopted from “What is Entrepreneurship?” by (Gedeon, 2010) Entrepreneurial Practice Review, Volume 1, Issue 3, p.27

Table 2. shows the definition of entrepreneurship based on lexicon terms, taxonomy, and research field. Depending on the field of entrepreneurial activity (what), business and social entrepreneurship will be reviewed. Moreover, gender-based entrepreneurship (who), such as women entrepreneurs and women social entrepreneurs, will be discussed in the next section to understand the subcomponents of entrepreneurship.

2.2 Women Entrepreneurs

It has been observed and admitted that women are not only good at entrepreneurship but also proven that entrepreneurship is a perfect match for women (Alkhaled & Berglund, 2018). The potential of entrepreneurship is to bring social changes by achieving social missions such as reducing poverty and gender gap, making entrepreneurial scopes for others which means liberating human beings from different constraints. Women entrepreneurs also choose the entrepreneurial path for empowerment, enjoying financial freedom that not only emancipate them from subordination but help other to become free and financially independent (Alkhaled & Berglund, 2018). Entrepreneurship is a means by which men and women to optimize a business idea that results in financial freedom and empowerment (Akinbami &

Aransiola, 2016)). It is noticeable that women in every generation have established an intense entrepreneurial spark worldwide (Rashid & Ratten, 2020). Entrepreneurship has been viewed as a path of 'freedom,' 'autonomy,' and 'empowerment' for women entrepreneurship to break the male dominance in the workplace and society (Alkhaled & Berglund, 2018).

“Women entrepreneurs rose to prominence in 1970s” (Rashid & Ratten, 2020, p.42). Since then, researchers have developed their thoughts and it is stated that "entrepreneurship is a gendered phenomenon" (Rashid & Ratten, 2020, p.42). While discussing women's entrepreneurship, the more commonly asked question is, are there any differences between the engagement of men and women in entrepreneurship? The answer underscores that men are motivated by opportunity, whereas women are motivated by necessity; necessity often derives from economic imperativeness (Brush & Greene, 2021).

Table 3. Definition of the behind the women entrepreneurship factors

Factors behind Women Entrepreneurship	Definition	Authors	Year
“Chance” “Forced” “Created”	The female entrepreneur who starts their business without any significant goal. A female is entering business due to a different situation. A woman is enthusiastically and passionately involved in the business because of her inner drive.	Rashid & Ratten	2020
“Motivation”	How women focus on life, break a barrier, and seek the self-survival strategy with self-independence, confidence, and personal characteristics they own for the venture.	Abrar ul Haq, Victor, & Akram	2020
“Motivation”	Women entrepreneurs frame entrepreneurial initiatives under social pressure. Entrepreneurial skills, a propensity toward hard work, attitude, and network relationships are some motivational factors that lead women entrepreneurs to focus on flexibility which is a greater purpose than profit to support their kin and kith.	Sritanyarat & Sakdiyakorn	2020
“Internal factors & External factors”	Internal factors such as self-efficacy, confidence, risk-taking capacity, and need for achievement; on the other hand, external factors such as economic and sociocultural factors play a substantial role in the success of women entrepreneurs.	Khan, R. U. et al. Hira Batool & Ullah	2021 2017

Table 3 defines factors that influence women to pursue the entrepreneurial journey. Besides the factors listed in the table, several must be considered. A study in eight Asian countries found that motivational factors play a vital role for women entrepreneurs for creating and running business with creative mindset. And this mindset depends on necessity-based push and opportunity-based pull factors (Cho et al., 2020). Necessity based push factors compel women to leave their work because of gender inequality, family and work imbalance, and economic demand of the family. The need for family income, gender inequality and glass ceiling in job lead women to start a venture. This opportunity-based push factors are motivator for women than men. In contrast, necessity pull factors such as independence, self-efficacy, advancement in career attract women to entrepreneurship (Cho et al., 2020). For this push factor, women entrepreneurs are mostly concentrated in developing nations (Kobeissi, 2010). Besides that, social networks and the funding environment are crucial factors in how a women-owned business flourishes by exploring available opportunities. Furthermore, cultural, and contextual differences play a vital role in the engagement of the entrepreneurial journey (Brush & Greene, 2021; Jennings & Brush, 2013).

Other studies mentioned that professional experience and education, risk awareness and self-confidence, personal network, opportunity perception, entrepreneurial skills, and role model (Schröder, Bobek, & Horvat, 2021), intention, ecosystem, culture, and successful engagement (Hammami et al., 2021) are highly correlated with the entrepreneurial success of women-owned businesses. Moreover, some other factors, such as decision-making skills, government support, communication skill, a gender-neutral environment, and knowledge exploitation, led women to become successful in their ventures (Uddin, 2021).

The involvement of women in entrepreneurship is increasing and act as catalysts for the development of a country (Beriso, 2021). Women entrepreneurs in developing economies elevate economic regeneration and growth and create employment opportunities for the community and society by reducing impoverishment (Beriso, 2021). Women entrepreneurs are not only improving the economic and social ecosystem but also empowering others and contributing to sustainable development (Dewi et al., 2022). The evidence ascertained that women entrepreneurs have a positive and significant role in

sustainable development; as a result, they are connecting their ventures and activities in response to sustainable development outcomes such as bringing economic-wellbeing within communities, boosting impartiality in gender, and adopting environment-friendly practices (Raman, Subramaniam, & et al., 2022). Women are not merely playing the role of entrepreneurs; they also influence as leaders by making changes and adding values to the communities with reflexive dialogues, informal interactions, and interventions to bring positive change. Besides that, the leadership endeavors of women entrepreneurs in innovation induces the creation and addition of new features which add value to customers; women entrepreneurs are continuously proving their rich leadership capabilities by restructuring companies and making differences in the organization (Dean & Ford, 2017).

Women-owned businesses are proliferating and are considered a vastly growing entrepreneurial sphere; still, women entrepreneurs face challenges compared to their male counterparts (Rashid & Ratten, 2020).

2.2.1 Challenges Faced by Women Entrepreneurs

Women entrepreneurs face various challenges in their entrepreneurial journey. They face hurdles when they need to get access to finance, and when they make decisions for management, target growth strategies, and implement entrepreneurial policies, they often face criticism (Kinias & Sim, 2016). According to Hossain, Naser, Zaman, & Nuseibeh (2009), a new female entrepreneur is confronted with a situation where she may not get start-up capital, credit insurance, and, while a male entrepreneur can access more capital and engage in venture better than a female. A study conducted by Aristei & Gallo, (2016) has revealed that the percentage of loan acceptance is slim, and the rejection rate for anticipation of loans is higher for women-led businesses than for male counterparts in many developed and developing countries. As a result, women entrepreneur is driven by non-economic goals such as family responsibility and employ more time pursuing social goals (Rashid & Ratten, 2020) Worthy of mentioning, it has been observed that women entrepreneurs face bitter challenges in emerging countries due to adverse conditions for the entrepreneurial ecosystem (Panda, 2018). In the entrepreneurial journey, women entrepreneurs in developing countries face gender discrimination, which is a significant concern

alongside work-family conflict and financial constrain. In addition, unavailability of infrastructural support, unfavorable BEP (Best Environmental Practice) such as environment pollution, generation of hazardous waste, lack of entrepreneurship training and education, and personality-based constraints lag women entrepreneurs far behind their expected goals. As a result, many female entrepreneurs decline the choice of entrepreneurship as a career due to insufficient knowledge and rigorous entrepreneurial training (Cardella et al., 2020).

The propensity of risk-taking behavior, which is socially and culturally deep-rooted, throws obstruction to entrepreneurial growth in different nations; yet women acknowledge that this risk-taking behavior is a factor; as a result, women are learning and changing themselves to align with the business growth (Humbert & Brindley, 2015). The patriarchal attitude of society and religious sentiments cause havoc on the growth of women's entrepreneurship (Barragan et al., 2018). For instance, women entrepreneurs in Bangladesh (Jaim Jasmine, 2022), UAE (United Arab Emirates) (Barragan et al., 2018), and Pakistan (Khan, R. U. et al., 2021) are facing a dilemma when making an entrepreneurial decision because of male dominancy. Moreover, women entrepreneurs who are descendants of ethnic minorities (Carter et al., 2015) and immigrants (Gibbs et al., 2018) face more challenges in many aspects. However, digital development such as social media, mobile, the Internet of Things (IoT), and Big Data (Paoloni et al., 2018) have changed the landscape in the new shape of the technologies and applications. As a result, women entrepreneurs are keener to enter the world of abundant information that can transform the entrepreneurial environment to a great extent (Ughetto et al., 2019).

2.3 Social Entrepreneurship

The pioneer of social entrepreneurship can be found before the 1840s in Rochdale, England. Worker's cooperatives took the initiative to provide affordable food of high-quality to malnourished factory workers. After that, the journey of social venture progressed with the "social worker movement." More recently, convinced by the idea and activities of Vinoba Bhave, social entrepreneurship in India, Bill Drayton got inspired and launched Ashoka in the 1980s to create a social enterprise movement (Hoover, 2018).

Leadbeater (1997) attempted to propose the first comprehensive definition of a social entrepreneur in his book "The rise of the social entrepreneur," where he mentioned that social entrepreneurs might benefit the economy by "creating jobs, generating output or saving on public spending." He also noted that social entrepreneurs could reform the welfare state in the medium run when they collaborate with the government. In the long run, entrepreneurs can build and invest social capital (Leadbeater, 1997). While defining social entrepreneurship, many terminologies come together. As the phrase highlights, social entrepreneurs extend humanitarian services through innovation, manage resources (people, facilities, equipment) effectively, and meet unfulfilled social needs. Later, "a vision for social change," "financial resources," "skills," and "a tremendous desire for social change" were added to the concept. Since then, there have been more explanations of the topic and more examples of it being used in a variety of contexts (Bernardino et al., 2018).

A study by Peredo & McLean (2006) proposes that when a group of people engage in social entrepreneurship, they engage in social activities; such as they (1) create social value either exclusively or in some distinguishable manner; (2) identify opportunities and take advantage to create that value; (3) engage in innovation by adapting other's novel idea or inventing their own to create and distribute social values; (4) take above-average risk in creating and diffusing social value; (5) are fearless even if they are equipped with scarce resources in pursuing their social venture (Peredo & McLean, 2006). The essence of the entrepreneurial process is social entrepreneurship; they aim to reinforce the creation of social and economic value simultaneously and mutually. Instilling organizational sustainability allows the social entrepreneur to continue achieving their objective, resulting in social value production (Bernardino et al., 2018).

Social goals are inseparable from social entrepreneurship. Dees (1998) holds the extreme point that social mission is an explicit and significant criterion, whereas wealth creation has no place for entrepreneurs while achieving social goals. However, social entrepreneurship has been extending its border beyond the non-profit status. Organizations can choose the boundary between not-for-profit and for-profit status. Profitability and social purpose can amalgamate entirely or partially in creating social

values. Moreover, some social entrepreneurs can even engage in commercial activity; on the other hand, other entrepreneurs can only focus on producing societal benefits (Hervieux, Gedajlovic, & Turcotte, 2010). Therefore, whether making money or not, social entrepreneurship is labeled by the undertakings of social goals in the objectives of the organizational level (Peredo & McLean, 2006).

Table 4 illustrates the combination of social goals and commercial exchange that give varieties shape of social entrepreneurship.

Table 4. The range of social entrepreneurship

Place of Social Goals	Role of Commercial Exchange	Example
Enterprise goals are exclusively social.	No commercial exchange	NGOs
Enterprise goals are exclusively social.	In some commercial exchanges, profit is distributed either for social benefits or to support the enterprise	Grameen Bank, Bangladesh Rural Advancement Committee printing press, cold storage, garment factory
Enterprise goals are chiefly social but not exclusively	Commercial exchange, profit benefits entrepreneur and/or supporter	Missouri Home Care
Social goals are prominent among other goals of the enterprise	Commercial exchange, profit making is the strong objective for entrepreneur and others	Ben & Jerry's
Social goals are among the goals of the enterprise, but are subordinate to others	Commercial exchange, profit making is prominent objective	Cause-Branding: Social objective undertaken by corporations. e.g., The Coca-Cola Company – Gives back to women empowerment, water preservation, access to clean water, youth development, education, and civic initiatives (Brown Neil, 2019).

Note— The range of social entrepreneurship.

Adopted from “Social entrepreneurship: A critical review of the concept” by (Peredo & McLean, 2006). *Journal of World Business* 41, p 63

Besides the actions of entrepreneurs in social business, it is also necessary to understand the behavior of social entrepreneurship in considering the environment where social entrepreneurs operate. Social entrepreneurship development and orientation is highly related to the development of the economy because there may be more relevant factors to the behavior which help contribute to an economy.

Innovation-driven economies have more capacity to produce social entrepreneurs (Fernández-Laviada et al., 2020).

A study has explored that self-perception of knowledge and skill found that this can inhibit the potential of entrepreneurs towards social goals; however, these characteristics are not an essential factor in economies that are not innovative. The study moreover found that entrepreneurs with a social purpose in innovative-driven countries are not worried about success; and thus, demotivation is not a factor that impedes the development of social ventures in those economies. Besides that, cultural support, and perception of the development of the social enterprise sector in the innovative-driven country can induce more social entrepreneurial activities. This study also suggests that women have a higher disposition to enter social business (Bacq & Janssen, 2011; Pathak & Muralidharan, 2016).

Social enterprise is a business model that aims to advance the SDGs through innovations. These organizations provide for social needs or work for social goals. These social demands frequently result from "wicked" concerns, including poverty, adequate sanitation scarcity, gender discrimination, empowerment challenges, and climate change. Utilizing cutting-edge techniques, social entrepreneurs seek to solve these "wicked" issues and have a positive societal effect. Nonetheless, tackling "wicked" issues necessitates innovations that put pre-existing systems to the test (Ranabahu, 2020).

Social entrepreneurship solves a social problem and reaches its goals through innovative actions that effectively bring a sustainable solution to the community and society. Table 5 provides an example adopted from Islam (2021) that shows how social entrepreneurs solve problems by aligning their organizational missions.

Table 5. Social entrepreneurship solves problems by aligning with the mission

Social Entrepreneurship	Founder	The mission of the organization	Social Problems	Offering
KaBOOM, United States	Lynn M. Ross	We unite with communities to build kid-designed playspaces that can spark joy and foster a sense of belonging for the kids who are often denied opportunities to thrive.	Playspace inequality	They are ending the place space inequality with communication to build kid-designed play spaces. They have partnerships with different schools and recreational parks to collaborate and reach the target audience and transform them across the country. KaBOOM also acts for racial injustice, youth mental health crises, and disaster and crisis recovery (KaBOOM, 2022).
Drishtee, India	Mamta Mishra	Drishtee envisions a world where all communities are empowered to achieve shared prosperity.	Unprivileged community	They are empowering marginalized women towards sustainable livelihoods and social-economic well-being. Moreover, Drishtee supports the community in reviving local knowledge to promote conscious consumption. They also collaborate with global partners to provide women with health, housing, well-being, and entrepreneurial education (Drishtee, 2022).

Source: (Islam, 2021)

Social entrepreneurs worldwide have been the phenomenal catalyst for social change. Still, this entrepreneurship can not achieve its full potential due to obstacles. The lack of proper structure in the sector, which ought to support the experimentation and risk-taking behavior of entrepreneurs, often sees the experimentation failure as an unsuccessful attempt. Social entrepreneurs can not access capital due to the viability of the capital market. Complex agendas such as investors' priorities, non-transparent reporting; media's attention to large businesses; leaders' struggle with burnout are all crucial factors that impede the path of social entrepreneurs. Furthermore, cultural barriers confine the entrance to the capital for women, minorities, and indigenous social entrepreneurs (Zimmer & Pearson, 2018).

2.4 Women Social Entrepreneurs

Social entrepreneurship and women are two emerging fields in the entrepreneurship domain.

According to European Commission (2011), a woman-led social enterprise is defined as an organization that meets the following criteria:

- a. decision-making and leadership by a woman;
- b. presence of a social mission;
- c. a portion of revenue comes from the market; and
- d. a portion of profit or surplus is reinvested in the organization.

Women who self-identify as social entrepreneurs include women who are active in the leadership of social businesses that do not necessarily fit all the requirements listed above and women who run business ventures that fall under the above definition. Women who lead and engage in entrepreneurial ventures with a social focus practice women's social entrepreneurship. According to the previously defined, social impact is the final consequence of an endeavor on a community and the welfare of its constituent people and families (European Women's Lobby, 2015).

Due to their feminine qualities of being more sensitive, empathic, and emotional, women are more prepared to use inclusive tactics and run social businesses (Clark Muntean & Ozkazanc-Pan, 2016). However, these feminine characteristics have a long-lasting effect on gender norms and stereotypes. These feminist characteristics lead to the prejudice that the feminine management style is better suited for social enterprise than men. At the same time, the management style practiced by men is perceived as a high-growth and highly profit-oriented venture (Clark Muntean & Ozkazanc-Pan, 2016). The previous study found that men come forth in leadership more than women, even when women possess the same powerful characteristics as men (Kang, Hubbard, & Hong, 2019).

Moreover, previous research stated that these attributes of women hinder them from getting enough privileges in business, finance, and society (Rai, 2014). To bring equality in gender and boost entrepreneurial development, entrepreneurial feminism considers entrepreneurship an active socio-economic change (Orser, 2022). Additionally, the previous study explored how context, place, and social position can influence the adoption of entrepreneurial activities in women regardless of gendered

phenomena. Many women with strong social positions and financial resources can start the entrepreneurial journey in any new place (Mustafa & Treanor, 2022).

“The concept of personality includes abilities, motives, attitudes, and characteristics of temperament in expressing the style of a person’s experiences and actions” (Bernardino et al., 2018). According to a study, a woman's personality influences her decision to pursue social entrepreneurship. Since the agreeableness component is connected to this prosocial aim, it is conceivable that women may be more actively involved in social than commercial entrepreneurship (Bernardino et al., 2018). Another study also has confirmed that the motivation behind this social entrepreneurship for women is "prosocial," "alternative business model," and "self-interest," that perceived as a successful process to achieve the social mission (Humbert & Muhammad Azam Roomi, 2018). Worthy of mentioning, prosocial values are inspired by the religious faith that influences women to share a common social goal and transform them into empowerment (Borquist & de Bruin, 2019).

Thus, these factors, conceived in this perspective as inherent in female social business owners, are crucial to reducing poverty and socio-economic growth. Nevertheless, these assertions need to be verified from the viewpoint of developing countries because most studies on women's entrepreneurship are situated in developed world settings (Yadav, V. & Unni, 2016). There are some indications of a relationship between elements such as a study on social women entrepreneurship in emerging countries which found that motivation and opportunity identification are the most effective in the initial stage that leads a woman to solve a problem and create a venture. According to the findings, women's problem-solving abilities and their inclination to start a social enterprise are positively correlated. It implies that women who are good at solving problems could be more interested in resolving a particular societal issue (Polas & Afshar Jahanshahi, 2021). Opportunity exploitation is the second stage, where women experiment with multiple revenue streams, partnerships, and distribution channels. When women social entrepreneurs enter the third stage, acquiring resources and partnerships, they become more focused and develop their entrepreneurial vision and strategy within a more formalized structure. Success is more probable when women rely on awareness and perform accordingly (Rosca et al., 2020).

It was also shown that there is a positive correlation between women's networking skills and their ambition to engage in social entrepreneurship. Notably, the personal and sociocultural context and the social network influence social entrepreneurial idea-fruitition and provide the support structure (Halberstadt & Spiegler, 2018). Regular social engagement with other community members can increase women's social consciousness and inspire them to take an active role in addressing these societal issues. A study also discovered that women's intentions to engage in social entrepreneurship rise as their entrepreneurial expertise increases. This study also shows that self-efficacy mediates between entrepreneurial knowledge, networking abilities, social entrepreneurial ambition, and problem-solving skills. One of the essential qualities of a for-profit-based entrepreneur has been regarded as self-efficacy (Polas & Afshar Jahanshahi, 2021).

Although it has been revealed that men are more likely than women to start a social venture, there is less gender discrepancy in the later stages of the entrepreneurial life cycle. According to GEM (2015) research, almost half of social entrepreneurs globally are men (55 percent). Whereas this rate of male social entrepreneurship activity rises with economic growth, female social entrepreneurship activity is consistent across the three economic development phases (factor-driven, efficiency-driven, and innovation-driven economies) (Bernardino et al., 2018). Entrepreneurship is not a matter of gender; nonetheless, it is a disconcerting fact that women are constantly faced with more obstacles than males. The distribution of power in social networks is not equal all around the world. These benefits are male for masculine characteristics, whereas female becomes subordinate for their feminine characteristics (Banu Ozkazanc-Pan & Susan Clark Muntean, 2018). If we look at some countries, such as South Asia, Africa, middle east, we see that the patriarchal nature and cultural infrastructure create a bar for women to seek business as a career. Many businesses are male-dominant and create an entry barrier to women. Even though women decide to open a business, men play a vital role in many decision-making processes (Carter & Brierton, 2019; Cho, Li, & Chaudhuri, 2020; Thompson-Whiteside, Turnbull, & Fletcher-Brown, 2021).

Women social entrepreneurs typically begin with tiny businesses and endeavors, focusing on issues having local resonance, and global relevance, such as job creation, innovation, and creation, supporting other women in business, promoting self-sufficiency, aiding the underprivileged, and so on (Dees, 2011).

2.5 Gender and Behavioral Perspective of Women Entrepreneurs in South Asia

Gender and entrepreneurship are related notions of the study to understand how male and female interaction have been negotiated, contested, and accepted in the South Asian context (Andaya, 2007).

Women face workplace discrimination, which has been a growing concern in South Asia. Many organizations have been practicing gender equality; however, inequalities persist (Yadav, Unni, Naik, & Dutta, 2022).

The development of women entrepreneurship in South Asia is rigidly dependent on the institutional level and women's level of education. Low levels of education, limited access to financial resources, lack of skill and competencies, and inadequate institutional support hinder women from starting their businesses (De Vita, Mari, & Poggesi, 2014; Yadav & Yadav, 2014).

Moreover, social and cultural barriers, religious beliefs (Islam, Hinduism), and social stratification, such as the caste system in India, prevent women from starting a business; if women in this culture and societies start a business, it is very small or micro business that involves non-profit entrepreneurial activities (Lindvert, Patel, & Wincent, 2017; Cho, Li, & Chaudhuri, 2020). Moreover, socio-economic culture, economic infrastructure, and systems influence business adoption in many South Asian countries. Such as Bangladesh has an equal amount of women population as men; in the case of Bangladesh, women are very much aware of their prospects and capabilities, yet the economic system does not support them to participate in a managerial role in society (De Vita, Mari, & Poggesi, 2014). In Pakistan, a patriarchal society obstructs women micro-entrepreneurs from gaining social capital beyond family. Women entrepreneurs can extend their network to family and relatives and women, which also brings a negative impact on business growth (Lindvert, Patel, & Wincent, 2017). Women entrepreneurs in

most South Asian countries commonly face obstacles in gaining financial resources that are more accessible to men. This gender dimension in these countries prevents women from reaching their full business possibilities (Lindvert, Patel, & Wincent, 2017; Ascher, 2012).

Even social and cultural contexts dominate the embedded behavior in women entrepreneurs. These contexts can affect individual characteristics like risk-taking behavior, self-confidence, independence, and income, attitude toward work (Douglas & Sheperd, 2002; Welter, 2020).

Women entrepreneurs dwell on the “feminine and masculine realm” (Lewis, 2014, p.1854). Feminist traits include emotion, nurturing, passivity, and masculine traits include autonomy, rationality, economic independence, assertiveness, and emotional independence (Carlson, 2011; Lewis, 2014). Men and women entrepreneurs possess distinctive personal attributes and business characteristics, such as differences in starting a venture, business goals, and structure based on their gendered characteristics (Verheul, Stel, & Thurik, 2006).

Intrinsic and extrinsic factors also drive women entrepreneurs in South Asia. Extrinsic factors such as stereotyping, work-home conflict, logistical inconvenience, and access to education play vital roles in women starting a business. On the other hand, intrinsic factors such as psychology, sociocultural reason, and communication barriers decide whether a women entrepreneurship succeeds or fails (Shukla, Chauhan, & Saumya, 2018). Cultural and social perceptions evaluate women on its parameter, which impose gender-specific behavior in women; as a result, women are perceived to adopt business with social impact. Gender discrimination in the workplace, the glass ceiling, unfavorable workplace, and priority to family and children impose an extra burden on women; as a result, they pursue business as a career (Ascher, 2012). However, previous research fails to depict how women entrepreneurs' expectations or motivation balance family and work (Yadav, Unni, Naik, & Dutta, 2022). Moreover, logistic inconveniences, such as lack of access to the network, hinder women in both professional and business careers (Ascher, 2012; Shukla, Chauhan, & Saumya, 2018).

Women become opportunity-driven entrepreneurs when they see the fear of failure to pursue a business. Females are perceived as more opportunity-driven than men in India because the institutional

environment in India is not supportive of business and having a role model (male or female) reduces the uncertainty and risk. In addition, self-confidence and alertness to business opportunities provide more scope to start a business even though women entrepreneurs' characteristics fall into low-income communities in developing economies (Yadav, Unni, Naik, & Dutta, 2022). Berry (1980) claimed that self-confidence is the main factor that differs gender to become an entrepreneur; however, Buttner & Moore (1997) opposed and stated that women entrepreneurs are more adaptive, more aware, and prioritize long-term planning than men.

Necessity-based push factors and opportunity-based pull factor influence women to create, develop and run their businesses with creativity and innovative ideas. The need for more family income, gender inequality at the workplace, and imbalance between work and family bound women to start their business careers. In contrast, pull factors such as career advancement, self-efficacy, and family business tradition provoke women to start their businesses. When Asian women entrepreneurs adopt less risky family businesses, it does not imply that such ventures will not grow; their business is sustainable as they calculate risk and avoid failure (Dhaliwal, Scott, & Hussain, 2010). In South Asia, women are driven by necessity-based push factors (Cho, Li, & Chaudhuri, 2020).

Women entrepreneurs in South Asia face gender discrimination, lack of social capital, and networking, and they face challenges when accessing financial resources. The behavioral characteristics of Women entrepreneurs in South Asia are also very much dominated by the socio-cultural contexts. We acknowledge the gender perspective of South Asia and adopt a non-critical behavioral aspect to study how women social entrepreneurs use social media platforms in Bangladesh and India.

2.6 Women Social Entrepreneurs in South Asia

Asia is different from other parts of the world because of its unique and durable cultural, social, economic, and technological attributes. These factors play a significant role in entrepreneurial behaviors. Additionally, cultural, and religious values, beliefs, and norms also determine the risk-taking propensity of entrepreneurs. Social experiences such as corporate philanthropy, political connection, and product development for less-developed areas lead entrepreneurs to adopt social ventures more than those not

exposed to social experience. Besides that, poverty reduction intention and attitude toward adopting digital technology, social media, information, and communication technology enhance the chance of identification, evaluation, and development of entrepreneurial opportunities (Wu, Si, & Liu, 2022).

In South Asia, social entrepreneurship is mainly concentrated in India, Bangladesh, and Sri Lanka. Factors such as freedom to work, self-efficacy, financial independence, personal traits, and upliftment of social status led women to favor social entrepreneurship (Yunis, Hashim, & Sajida, 2020). Doing good for others and having an interest in social welfare led women to adopt social entrepreneurship. A study also highlighted that religious faith and prosocial values inspire women to become a catalyst for positive social changes (Borquist & de Bruin, 2019).

As social entrepreneurs in emerging countries, women have become a critical source of innovation and growth. Women entrepreneurship has attracted much interest, particularly in demonstrating how it may help spur economic growth and reduce poverty (Rosca, Agarwal, & Brem, 2020). Concerning poverty reduction, women entrepreneurs engage in social entrepreneurship action in uncertain “Base of the Pyramid (BoP)” environments in South Asian countries such as India and Bangladesh. BoP (Base of the Pyramid) was first introduced by C.K. Prahalad (Rosca, Agarwal, & Brem, 2020). BoP is an idea looking for access for four billion poor consumers worldwide in a socio-economic economy that is "volatile and uncertain featured by institutional voids and comprising low-income individuals or households living and transacting in an informal economic setup" (Khan, 2016; Vishnoi, Bhardwaj, & Vohra, 2022). A study conducted on women social entrepreneurs in India found that the focus on major socio-economic issues is addressed by social entrepreneurs who are also concerned with sustainable development goals. Since BoP lacks public services, social entrepreneurs are performing high-quality, affordable, and sustainable public services to BoP and bringing sustainable solutions (Goyal, Agrawal, & Sergi, 2021; Rosca, Agarwal, & Brem, 2020).

Women social entrepreneurs are highly socially motivated, connected with personal networks, and use personal resources to bring social changes. Moreover, support from family members plays an essential role in the social entrepreneurial journey because women in many parts of South Asia have

lower social status than men, and many societies are embedded in the patriarchal view (Rosca, Agarwal, & Brem, 2020).

In addition to that, in South Asia, women social entrepreneurs face some adversities due to the failure of the market ecosystem. Moreover, women's lack of financial, social capital, managerial, and entrepreneurial skills, institutional voids, and low self-esteem constrain social entrepreneurship's inception, maturation, and scaling-up (Sengupta & Sahay, 2017).

2.7 Social Media Platforms

The definition of social media reported by Kaplan and Haenlein (2009) is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user generated content" (p.60). Social media technologies are changing entrepreneurial engagement and enhances the entrepreneur's chance to connect with more stakeholders in their external ecosystem (Kaufmann & Shams, 2015). Social media offers organizations real-time communication tools that, compared to conventional ones, are less expensive yet more practical (Kaplan & Haenlein, 2010; Saleh, 2021). "The functionality of social media is presented as a honeycomb of seven building blocks, namely, identity, conversations, sharing, presence, relationships, reputation, and groups" (Md Dawot & Ibrahim, 2014, p.179).

There are over a hundred social networking sites, each with unique characteristics. Innovation is creating new features for individuals, conversation, and community that make social media more user-centric and an excellent medium of information transfer. At the individual level, the innovative design features of social media, such as personal, content, and activity profiles, help to achieve the goal of social networks. The features of conversation, such as social content, topic focus, notification, content creation, and information sharing, fulfill the objective of social networking sites. Design features such as community, connection, and relation maintenance bolster the community to achieve its goals in social media. Social media functionalities are ubiquitous; as a result, the government sector and educational institutions can have the best result by employing social media platforms to reach the target audiences.

Moreover, the functionalities of social media support marketing activities that reduce marketing costs for businesses (Md Dawot & Ibrahim, 2014).

More recent research on gender and social media has found that men and women utilize different social media platforms leading to an initial understanding of gender variations in social media adoption. While women are more likely to use websites like Facebook, Pinterest, and Instagram, men are more likely to use online forums like Reddit. According to social media surveys, different races and ethnicities also favor different outlets. Business visibility and information collecting were the two most important uses of the internet for entrepreneurs in their start-up operations. Facebook is the most popular social media network among business owners in terms of usage. Few entrepreneurs use social media to gather data and information. Instead, most business owners use social media platforms for marketing purposes (Mack et al., 2017).

Social media is a highly potent weapon, both for good and evil. However, many managers find it difficult or unsettling to create efficient plans for using social media. Therefore, organizations frequently overlook and improperly handle potential challenges produced via social media (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011).

2.7.1 Relationship Among Internet, ICT, and Social Media Platforms

ICT (Information and Communications Technology) and the Internet are connected to the diffusion of social media platforms at the country level. The successful diffusion of social media through ICT can happen when social media is supported by the government, technology, and people. Aspects such as: the vision of the government of ICT, the capacity of people to own ICT, internet bandwidth, and ICT cost, are determinants in diffusion and adoption of social media. These factors also vary between developing and developed nations. Since people in a developed nation have higher income and purchasing capacity, they can buy expensive technologies. Besides, the lack of ICT skills and relevant knowledge prominently affects the adoption of social media in developing countries (Arayankalam & Krishnan, 2022).

Developing nations such as South Asia lacks fundamental human rights and access to ICT (Swar & Khan, 2014). In the ICT development index (IDI), India ranked 134, and Bangladesh ranked 147 in 2017 (ICT Development Index, 2017). Despite this fact, the adoption and appropriation of social media in South Asian countries created the opportunity for knowledge co-creation for businesses ranging from local small businesses to large multinational companies (Dey et al., 2019). Moreover, the increasing use of ICT, smartphone, and the mobile internet in South Asian countries have popularised the idea of tremendous entrepreneurial potential by electronic means, asserting that digital enterprises need fewer resources to start and operate (Mason, Carter, & Tagg, 2011; Pascall, 2012; Dey et al., 2019). Several internet applications have been developed, including social media, e-commerce, m-commerce, search engines, artificial intelligence, data analytics, and the internet of things (IoT). Since mobile devices are used to access the internet in large numbers, this growth can be attributed to the internet revolution by mobile apps (Shukla et al., 2021).

Worthwhile mentioning is the connection between the internet and entrepreneurial opportunity. With the rise of ICT, which includes broadband, mobile, and the internet, entrepreneurs enjoy the freedom to conduct business from any location at any time. ICT is now central to business strategy. Many women entrepreneurs have relied on ICT and technology-related operations to thrive in business, mainly when they operate their businesses from home utilizing social media platforms. ICT provides women business owners with new channels for connecting to the global market, suppliers, and customers more efficiently (Isa et al., 2021). Not only has the internet enabled the path of work for women entrepreneurs, but it also has been proved that the internet and social media can have an emancipatory capacity for women. Women are actively participating in the creation and invention of technology, particularly in key positions in design, production, and entrepreneurship. Because of the transformation in ICT, the internet, and social media, the virtual workplace for women entrepreneurs has great potential since they lessen the possibility of any form of discrimination based on race, color, or handicap. Additionally, women entrepreneurs have no time restrictions as to when they can access their social media and are comfortable and secure in their virtual workplaces. According to the findings of a study, a person's entrepreneurial

intention is influenced by their attitude about entrepreneurship; moreover, the study found that having strong ICT abilities helps people create a digital women's entrepreneurial mentality (Shukla et al., 2021).

Nevertheless, another study shows that social media and Internet-based applications may be additional challenges for women's entrepreneurship. Based on previous research, it has been found that women-specific digital strategy programs could collaborate with business incubators to address the barriers to technology use that women face, such as a lack of confidence in their technological aptitude and awareness of how social media and internet applications can make their companies more competitive (Boden & Nucci, 2000).

2.7.2 Types of Social Media Platforms

More than 75 social media platforms are available now, with Facebook, YouTube, WhatsApp, Messenger, WeChat, Instagram, Tik Tok, Tencent QQ, QZone, and Sina Weibo among the most popular based on user numbers (Saleh, 2021). According to Kakkar (2022), there are some major categories of social media platforms, we discuss these below.

i. Social Networks: Facebook, Twitter, LinkedIn

According to Stieglitz and Dang-Xuan (2013), social media platforms are divided into two stems; one is knowledge/professional oriented (e.g., LinkedIn, Twitter), and the other is social/personal oriented (e.g., Facebook/Instagram).

Facebook is a free platform for social networking with open access. Facebook (<https://facebook.com>) is a website where users may engage with pages, groups, and other users by sharing content, leaving comments, and pressing "like" on posts and comments. Over 1 billion users have created accounts on Facebook (Kim et al., 2021). It has cutting-edge features. Users can publish photographs, images, videos, catalogs, exhibit items, and provide product samples on Facebook to sell or advertise them. Therefore, the consumer may easily and intuitively browse various online goods, order items, ask for additional details about certain goods or services, and leave comments (Brahem & Boussema, 2022). The consumer can find a special deal, an alluring design, a new color, etc., by browsing the internet, which may persuade them to purchase the items quickly, effectively, and with the least amount of work. By depending on the

accessibility of user-generated material, e-commerce offers an online gathering place for communities where users may directly connect, exchange opinions and buying tips, share personal experiences, and affect the behavior of other customers online (Brahem & Boussema, 2022)

Twitter is a microblogging platform that allows users to 'tweet' statements up to 280 characters and 'retweet' (i.e., share) other tweets used for interaction with the community (Kim et al., 2021). Twitter actuates practical cognitions about providing access to the entrepreneur and the consequences the entrepreneur may achieve with those means. After the introduction of Twitter, its popularity began to soar; however, Facebook is more focused on the entrepreneur's network, allowing for more dynamic and time-efficient social engagement than other social media platforms (Fischer & Reuber, 2011)

Intentionally created for professional networking, job seeking, and career advancement, LinkedIn is a popular social networking site. LinkedIn has become a primary business focus social media for many companies; consequently, through LinkedIn, interested parties interact with potential clients, obtain endorsements, and receive recommendations (Cubrich et al., 2021). In the study by (Jones et al., 2015), they observed that Facebook was used the most (82 percent), followed by YouTube, Twitter, and LinkedIn. In terms of value, however, Maltby & Ovide, (2013) found that small businesses favored LinkedIn as the platform providing the most value at driving businesses to their websites, followed by Facebook. Twitter and Pinterest.

ii. *Media Sharing Networks: Instagram, Snapchat, YouTube*

Instagram is the social media platform launched in 2010. When it first launched, it was a platform with a robust visual emphasis, including text captions. Instagram has a maximum of 2,200 characters for post captions and permits up to 10 photographs and multiple videos (within a two-minute, 20-second time restriction) per post. Unlike Facebook and Twitter, Instagram has no built-in feature to share content within the application. In addition to that, hyperlinks are not permitted on Instagram, although users can like and comment on posts (Susan Myers, 2021).

With Snapchat (<https://snapchat.com>), users may shoot images to transmit to others, but once they have seen the picture, it vanishes (Kim et al., 2021). YouTube is an online video-sharing and most widely

adopted social media platform; according to the latest official records, YouTube has 2.6 billion monthly users and more than 122 million daily users (Aslam, 2022).

iii. Discussion Forums: Reddit, Quora, Digg

These social media platforms are employed for gathering, disseminating, and discussing various sorts of news, opinions, and information. They assist organizations by serving as an excellent source for market research (Kakkar, 2022).

iv. Bookmarking & Content Curation Networks: Pinterest, Flipboard

Choosing these social media platforms will enable users to discover, share, debate, and save a selection of recent information and media that are also popular (Kakkar, 2022).

v. Consumer Review Networks: Yelp, Zomato, TripAdvisor

Users may learn, discuss, and review details about various goods, services, or brands using customer review networks. Favorable evaluations increase the credibility of a company's claims when they appear on these networks since they serve as 'Social Proof' (Kakkar, 2022).

vi. Blogging & Publishing Networks: WordPress, Tumblr, Medium

The conventional blogging platforms include WordPress and Blogger, while the most recent blogging and publishing networks are Tumblr (a microblogging service) and medium (a social publishing platform) (Kakkar, 2022).

vii. Social Shopping Networks: Polyvore, Etsy, Fancy

Such social media platforms may be used by businesses to promote their brands, increase interaction, and sell items on new, efficient channels. These social shopping network platforms change e-commerce by enhancing it with attractive social components (Kakkar, 2022).

viii. Interest-Based Networks: Goodreads, Houzz, Last.fm

Users may use these social media platforms to connect with others who share their interests or hobbies. Users can quickly identify the people eager to learn more about the products and services the company offers (Kakkar, 2022).

ix. Instant messaging social media: Messenger, WhatsApp, Telegram, WeChat, Viber, line, Skype

The use of messaging applications has grown significantly. According to the most recent usage figures for messaging apps, WhatsApp has 2.0 billion users globally, Facebook Messenger has 1.3 billion, and WeChat is not far behind with 1.2 billion (Mehner, 2022).

2.8 Entrepreneurship and Social Media Platforms

The national level of ICT development and internet broadband facilitates social media. This development of communication technology creates a space for entrepreneurial opportunities, and through social media, entrepreneurial businesses can enjoy several benefits. The nature of social media, such as openness and easy connectivity, impacts entrepreneurial performance and experience (Nylander & Rudström, 2011; Ahmad et al., 2019). As a result, social media platforms can be a networking facility, a crucial activity for businesses, and social media can connect entrepreneurs with various business partners and help them expand their entrepreneurial networks (Nylander & Rudström, 2011). Entrepreneurs may access a wealth of information on social networking sites, including details on suppliers, distributors, rivals, and markets. While making decision in terms of offering products or services, initiating a new venture, or expanding the existing one, entrepreneurs can look for information on social media platforms. Due to the fewer geographical entry barriers, social media platforms are accessible to entrepreneurs for mobilizing knowledge, information, and resources (Drummond et al., 2018). Easy access to networks from any location make these platforms straightforward for adoption (Pasaribu, R. E. 2021).

Besides networking, entrepreneurs use social media platforms for many business activities, including marketing and promotion, information search, crowdfunding, experience sharing, and new venture creation (Secundo et al., 2020; Nylander & Rudström, 2011). Other uses were discussed in a more limited way and relate to hiring, improving internal organizational cohesion, and learning. Social media has multifarious advantages; thus, an entrepreneur using social media can gain several benefits. Social media is of limited cost and requires few skills and thus has low entry barriers; as a result, entrepreneurs can create business value by accelerating internal operations, marketing, customer service, and sales. This provides entrepreneurs the potential advantage of enhancing entrepreneurial business processes and

improving business performance by using social media. Furthermore, some entrepreneurs use social media for innovation through co-creation with customers (Olanrewaju et al., 2020).

Social media platforms can provide a healthy ecosystem and provides a crucial source of communication with the production and dissemination of information to the public through the internet. However, social media is found to be at times unavailable and absent due to the different social and cultural contexts. Many minority women groups previously had insufficient access to social media networks (Pasaribu, R. E. 2021). Notably, social media platforms permit a person and a group to interchange information irrespective of any subject or subject matter, information that is essential for minorities, which are unrecognizable to information providers due to the virtual nature of social media (Abuhashesh et al., 2021).

However, social media also has adverse outcomes; entrepreneurs need to decide on social media engagement with an awareness of the two-sided effect of social media platforms (Jarman et al., 2021). Even though social media provides access to an infinite number of prospective clients, entrepreneurs in small businesses may invest time in activities that do not reach their target demographic (Olsson & Iréne Bernhard, 2021). A study has cited that insecurity, internet addiction, information overload, and loss of social contact impact the growth of the business (Drahošová & Balco, 2017). Some entrepreneurs even expressed their discomfort as it relates to their social media experiences (Rafiana et al., 2021).

2.9 Women Entrepreneurs and Social Media Platforms

Technology advancements have been the source of change in emerging economies. Significantly, women's usage of social media in emerging countries could boost a woman's social capital and self-efficacy, promoting sentiments of empowerment and better entrepreneurial success (Beninger et al., 2016). According to Statista (2022), it has been observed that Eastern Asia and Southeast Asia rank the top and second-highest social media users, with approximately two billion people. Besides that, female users have exceeded their male counterparts in respect of using Facebook and Instagram (male: female ratio for Facebook-: 61%: 77%; Instagram- 36%: 44%) (Pew Research Center, 2021). Studies from all over the world have examined the various opportunities that social media and cutting-edge digital

communication platforms offer for the participation and empowerment of women. Women in underdeveloped nations use ICTs and social media platforms engage in discourse within their community about changing gender norms that dictate behavior and calling for gender equality (Sanjeevni Gangwani et al., 2021).

In addition, lack of inclusion, women's subordination, and marginalization made female entrepreneurs choose social media, this had a positive impact because of social media's adaptability, connective power, communication, and the potential networking activities (Francesca et al., 2017). That said, there are negative effects and while using social media platforms, women entrepreneurs can face harsh comments on social media, which are disrespectful to them. Female entrepreneurs also face the ongoing struggle of finding a balance between work and life while avoiding any substantial gender stereotypes that may still be present online, which reflects ongoing equity concerns for female business owners. Moreover, long-time engagement in social media platforms hampers personal space (Olsson & Irène Bernhard, 2021). Literature has also documented how female entrepreneurs can use social media technologies effectively. This section will extend the review of literature on the usability of social media platforms by the women-owned business.

2.10 Why Do Women Entrepreneurs Adopt Social Media Platforms

Recently every sector of the economy has been severely impacted by the COVID-19 outbreak. However, the pandemic has impacted micro and small businesses (MSEs) the most. In this field, female entrepreneurs face more challenging obstacles than their male counterparts, including barriers like restricted access to financial resources, a lack of networks and mentors, and gender biases. Women-owned firms must additionally deal with issues like hiring and keeping qualified staff, juggling work and family obligations, and adjusting to technology and market changes. Women entrepreneurs must also deal with cultural and traditional mores that place women under males (especially their husbands), emphasize maternity, and restrict their mobility in developing countries. Women's links to their families limit their businesses' development, sustainability, and performance more than their male counterparts. Women business owners are "triple-blind," having issues with their human, financial, and social capital

(Kamaludin, Xavier, & Amin, 2022). However, in this turmoil, entrepreneurs and women entrepreneurs transformed their manual ventures into virtual platforms, giving them a new learning experience of social media platforms (Afshan et al., 2021). What is more, businesses are increasingly using social media because it offers an accessible, widely used, user-friendly, and reasonably inexpensive platform that people can utilize in their personal lives (Md Dawot & Ibrahim, Sep 2014). Social media is more than just a tool for information dissemination.

Additionally, it provides friendship-based business tools that let companies interact with, pay attention to, and learn from customers in novel ways (Jones et al., 2015). Social media presents commercial prospects for female entrepreneurs and a way to alter their perceptions and expectations. Besides that, the lower entry barrier in ICT and social media led women to use social media platforms, and the number of entrepreneurs has increased since 2021 (Isa et al., 2021).

2.10.1 Social Media as a Business Platform

Social media has evolved in recent years. An entrepreneur requires very modest technological understanding; as a result, entrepreneurs have used social media as a commercial platform. This powerful tool generates the popularity of alternative business platforms by enabling entrepreneurs to transition from one-to-one to many-to-many communication. Social media functions are also smooth and provide low-cost solutions for tracking and targeting customers based on their internet behaviors. Firms may use social networking platforms to sell their products, services, and brands very efficiently (Puriwat & Tripopsakul, 2021). Social media enables organizations to improve commercial activities such as transactions with partners, information sharing, communication management, and supply chain management (Humphrey, 2003). Women entrepreneurs learn about marketing by using social media channels to communicate marketing information and execute and increase sales as a part their daily business activity. Social media users submit product information by sharing images of their items (Ajjan et al., 2014). This enables potential customers to contact the entrepreneur and place orders.

Furthermore, the exchange of information allows the female entrepreneur to gain market knowledge, such as information about rivals and the requirements of clients. Using social media not only

supports women entrepreneurs doing business but also provides sufficient information while starting a business. Women entrepreneurs perceive social media, such as Facebook, as an accessible operation medium. Moreover, the entrepreneur found that social media allowed the business to save time and financial resources (Beninger et al., 2016).

Women entrepreneurs nonetheless felt that social media platform is not free from deceit. Many women entrepreneurs expressed concerns about being duped and fooled by consumers and others online, referring to underlying difficulties with online visibility. People misrepresented themselves as part of this lack of transparency, as well as refusing to complete the sales deals. The previous study on social media adoption concentrated on advanced economies and significant enterprises. Entrepreneurs face repeated occurrences when customers leave unfinished transactions or refuse to pay for completed work. Moreover, the social media policy, for instance, on Facebook, is not congenial to women entrepreneurs. Furthermore, there were fears that any modifications to Facebook policy, such as taxes or service charges, might impact the company (Beninger et al., 2016). This was especially alarming for female entrepreneurs that depend exclusively on this type of platform for delivering a product or service; however, there is still an insufficient amount of research conducted on how women entrepreneurs use social media for business at an individual level (Puriwat & Tripopsakul, 2021)

2.10.2 Social Media Acts as a Marketing Tool

Social media (SM) is revolutionizing companies' marketing by enabling owners to promote their products on several social media channels (Olanrewaju et al., 2020). Women entrepreneurs use social media as a marketing tool known as social media marketing (SMM), a collection of marketing tactics communicated over one or more social media platforms. According to (Suharto et al., 2022), social media marketing is how businesses communicate and execute online marketing operations using social media platforms to create and retain stakeholder relationships by engaging, transmitting information, and promoting purchases. Social media marketing has four components: interaction, personalization, informativeness, and word-of-mouth (WOM). Interactivity refers to a customer's perspective of how easily social media e-commerce allows them to exchange material and opinions with other firms and

consumers. Second, client impressions of how e-commerce social media delivers content and services that fit customer preferences are referred to as personalization. Third, informativeness refers to the customer's opinion of how much correct, valuable, and complete information e-commerce social media offers. The last type is word-of-mouth, which relates to customers' willingness to suggest and share their thoughts about products and services (p.383-384). An additional component narrated by Yadav, M. & Rahman (2018) is trendiness which defines the customer perception of the magnitude to which the social media platform of e-commerce offers trendy content. Typically, this marketing aims to give brand-related public information and oversee brand relationships with their clients.

Currently, there are several social media accessibilities. The major participants in the game include Instagram, LinkedIn, Pinterest, TikTok, Twitter, Snapchat, YouTube, and Facebook. In addition to that, WhatsApp is no longer merely an instant messaging service, whereas new updates enable Snapchat users to post their content frequently (Nurjaman, 2021). Social media allows entrepreneurs to engage in more inexpensive activities than they could if they used conventional methods. Business-to-consumer (B2C) enterprises use social media marketing more frequently than business-to-business (B2B). Among versatile activities, customer relationship management, brand management, and advertising are just a few of the actions recorded as part of marketing on social media. Products are better seen when promoted on social media channels, increasing sales (Drummond et al., 2018).

Additionally, improved consumer connections are another critical component of social media marketing (Jones et al., 2015). This marketing is accomplished by using actions on the entrepreneur's social media sites, such as publishing messages about company endeavors, promotions, and customer endorsements that prompt consumer sharing, commenting, and liking (Olanrewaju et al., 2020). To succeed with social media marketing, entrepreneurs need not use every social media platform simultaneously. Each channel offers different architectural styles, and social standards. As a result, each entrepreneur can develop its marketing environment using specific social media platforms. The main challenge for marketers or brand owners to achieve social media marketing effectiveness is identifying which social media application is pertinent to their company objectives (Nurjaman, 2021).

During Covid-19, women entrepreneurs shifted their marketing activities due to physical distance, which inevitably led to an increase in social media adoption. The physical store turned into a virtual store, product images were posted and shared on social media to make customers aware, and the implementation of word of mouth (WOM) as a social media marketing strategy was adopted by women entrepreneurs (Nurjaman, 2021). Feedback, e-WOM, and comments are also considered interactive actions on social media platforms (Bae & Hye-Jin, 2022).

However, a lack of proper skill and expertise using social media platform often push women entrepreneurs to reach the expected destination. Training programs on marketing strategy and social media marketing can enhance women entrepreneurs' skills (Wahid & Asiati, 2021).

2.10.3 Interactive Features of Social Media Platforms

Social media platforms are interactive, which foster spontaneous and meaningful connections (Rui et al., 2013), facilitate dialogues between consumers and businesses, engage customers in content development and value creation, and support long-term bilateral exchanges. Social media has altered the terrain of word-of-mouth marketing, shifting the goal from one or a few friends to the entire world. Social media-driven consumer engagement is "manifestations by customers toward a business or a brand beyond purchase" (Oh et al., 2017, p. 28). The gratifications hypothesis (Stafford et al., 2004) explains why people utilize a media channel. This idea posits that people actively use a media channel to meet specific requirements. This theory is an effective strategy in this study since social media is mass media, and customers may pick and readily engage with the material and other users. Individuals actively seek and utilize social media to achieve certain gratifications such as information collecting, knowledge growth, amusement and relaxation, professional advancement, social engagement, reward, or meeting new people. The various motives for social media usage are linked to various client interaction methods, promoting personal and interactive participation (Castillo et al., 2021).

Social media's connection and interactive qualities have enabled entrepreneurs to effectively engage their audiences and facilitate audiences to discover information and engage in dialogues with one another. The widespread use of social media has not only alleviated communication between

organizations and the public but has also presented organizations with new obstacles in developing successful messages to engage the public at various levels of engagement (Tao et al., 2021). Functional interaction has been operationalized as hyperlinks, hashtags, and other interface characteristics in the context of social media. Each element performs uniquely and may elicit a distinct user perception (Tao et al., 2021). Even without analyzing content quality, “functional elements can work as peripheral route, whose very existence on the site helps users establish impressions about the source or content of the site” (Guillory & Sundar, 2014).

Entrepreneurs use social media platforms for public circulation, customer and community engagement, and social media to create corporate social responsibility (CSR) awareness. Interactive CSR communication bolsters the organizational reputation when spread through eWOM on social media. According to research, proactive engagement in CSR initiatives increases program efficacy. CSR messaging that asks audiences to participate in a company's CSR project is more successful than messages that inform about the endeavor. In addition, positive comments and feedback on CSR actuate on interactional organizational websites have been mentioned to heighten corporate reputation (Fernández et al., 2022).

According to some research, greater functional involvement may result in negative feedback due to a higher intellectual burden. These adverse effects of functional interactivity were especially noticeable in social media communication, where messages are frequently kept brief so readers can swiftly follow and engage in information exchange. When a message has several interactive characteristics (for instance, hyperlinks and hashtags), the structural complexity of the message increases significantly, which may distract message recipients from understanding the message content and push them away from future involvement (Tao et al., 2021).

2.10.4 Social Media Platforms Create Long-Term Customer Loyalty Relationships

"Loyalty is a customer's commitment to making repeat purchases regularly" (Suharto et al., 2022, p.384). Customer loyalty is described as customers' propensity to regularly consume and buy products or services from a single firm, despite being affected by other brands and freely recommending these

products and services to others. Loyalty is a commitment to purchase and utilize the same goods or services. Customers return to the exact location to fulfill a wish by receiving and paying for a product or service (Suharto et al., 2022). Social media activity (SMA) strongly connects with customer loyalty (Nobar et al., 2020). When customers are satisfied, loyalty becomes an intuitive issue because they are hesitant to explore new companies; they prefer to stick with products and services that meet their expectations. According to research findings, contentment is the primary driver and beginning point of loyalty (Suharto et al., 2022).

Social media platforms facilitate engaging customers. Whether customers are actively or passively engaged (van Asperen et al., 2018). In addition to that, to enhance the relationship with stakeholders, there are no other means of emphasizing CSR through social media (S-CSR) (S et al., 2020; Wang & Huang, 2018). A study has found that S-CSR has a favorable impact on consumer loyalty. When people become aware of CSR activities through social media, they have optimistic sentiments and desire to stay for a more extended time. The notion of social exchange further supports this conclusion because CSR initiatives generate more benefits for society than costs. As a result, they feel that an organization's CSR efforts contribute to improving society and the environment. The findings demonstrated that CSR and customer loyalty are associated in a good way (Zhang et al., 2021).

A finding of a study conducted by (Yadav, M. & Rahman, 2018) disclosed that compared to conventional media, SMMAAs (social media marketing activities) of e-commerce are an integrated marketing communication tool that offers clients higher value in the form of information from genuine customers, suggestions, feedback, etc., which in turn improves value equity (VE). Consumers can communicate with the business and/or other customers through social media, and it also gives them a "voice" as word-of-mouth (WOM) about the goods and services offered through e-commerce. The dynamic, as mentioned earlier, gradually improves all customer equity drivers (CED). SMEs are a helpful marketing communication tool since the goal of every marketing campaign is to strengthen CED and customer interactions. Social media marketing is a valuable tool to attract and retain customers for e-commerce as it strives to provide a better customer experience (p. 3896).

Another study reveals that the link between social media influence and customer loyalty is hypothesized as positive; however, there are still some limitations that say the relation may be reversed. Customer loyalty substantially influences dynamic behavior in social media. It has been observed that when customers are loyal to a particular brand, they seek more information about the brand by spending time on social media. Some have seen them become fans of their official social media page and actively interact with the site (van Asperen et al., 2018).

Until now, there is a dearth of evidence on how social media influences customer loyalty in developing nations. In addition, women entrepreneurs actively monitor customer loyalty by engaging in social media marketing activities (Shah et al., 2021).

2.10.5 Networking Facilities and Social Media Platforms

The way business is conducted has undergone a significant transformation due to the internet, which has also opened previously unheard-of chances for entrepreneurs while improving productivity and efficiency for established companies. Internet social media platforms have made it feasible to interact instantly with new markets, suppliers, and consumers in previously unknown ways (Mack et al., 2017). Numerous advantages have been shown to come with social media use by organizations. Significantly, social media may improve interactions with stakeholders for start-ups and small enterprises, assisting business owners in developing a competitive edge quickly and affordably. Additionally, social media allows networks in an accessible and affordable manner, even for people with little financial resources and no prior expertise (Beninger et al., 2016). Smith & Smith (2021) define that networking as "the process of creating, building, and managing a network of beneficial relationships with others" (p.467).

In addition, a study found the importance of network and collaboration on a social media platform. Research revealed that participant firms engaged in dyadic and network players on their social media platforms to grow new and current business relationships. Mobilizing social media information and knowledge resources for entrepreneurial firms solidified new and existing business relationships. It was unquestionably a fantastic hub for entrepreneurs and audiences to immerse themselves in a vast world of

information for the latest events and programs and participate in collaboration or conjunctive activities with other enterprises or cooperation in a similar network (Drummond et al., 2018).

Business success depends on one crucial factor, such as the entrepreneur's social network. The network also depends on how culture and society encourage entrepreneurship. It has been observed that networking is a prowess that enables a female entrepreneur to access information about the market, customers, rules, and regulations, along with information about the entire community (Drummond et al., 2018). Digitalization encapsulated the network and enabled entrepreneurs to utilize it with maximum effort. Through social networking sites (SNS), entrepreneurs, especially women, communicate and develop relationships with stakeholders and the community. In addition to that, women who are dreaming of doing business but culture and patriarchal society become a barrier found that social networking sites help them to become an entrepreneur without destroying local norms; for instance, Lebanese (Lichy et al., 2021) Egyptian (Beninger et al., 2016), Omani (Hammami et al., 2021), Pakistani (Khan, M. et al., 2019) female entrepreneur are accessing the local social network and capitalizing it for business purpose. In addition, local market search, changes in local demand, and reading the local market context are extractable for women entrepreneurs because of the social network without disrespecting culturally embedded marketing values (Lichy et al., 2021). Worthy mentioning that some support mechanisms build the networks. For a woman entrepreneur, family and friends become her initial supporter of the network (Foster & Brindley, 2018).

A study found that initial support for building the women entrepreneurs' social networks was expressed through access and reinforcement. Personal network - friends and relatives in the women's networks, some of whom were independent business owners, made up most of the social network users who expressed this support. Positive reviews from family and friends about products and services reinforce the support mechanism (Beninger et al., 2016). In addition, women entrepreneurs working as volunteers in local communities and managing their businesses can build a community-based network. Moreover, a personal network such as previous employers, mentors, and partners underpins the network of women entrepreneurs, particularly in the start-up phase, with emotional support (Zhao et al., 2022).

Furthermore, according to some studies, while considering business networks due to the open, unfettered, and transparent setup of online social networks, the rising prevalence of social media offers businesses a wealth of chances to expand their business networks frequently outside national boundaries. The need for technical skills and business experience for venture formation, including collaboration skills, was one of the main factors in the development and expansion of corporate social networks (Zhao et al., 2022).

Engaging different government and non-government officials with women entrepreneurs construct a social and business network for women. Thus, social network acquisition through social media assists in maintaining online relationships because trust is there (Zhao et al., 2022). Social platforms such as Facebook, LinkedIn, Instagram, and Twitter create the base to connect with diversified contacts on a virtual platform (Foster & Brindley, 2018).

While considering business beyond the national border, women entrepreneurs utilize formal and informal networks for rapid internationalization of ventures. Previously, networks were required to put people in direct contact. However, technology has superseded this conventional matching role (Internet, social networks, Instagram, and more). A study observed by Rosenbaum, (2017) found that only 24 of the 116 foreign market entries (FME) incidents involved the usage of network relationships by the foremost women entrepreneurs ("overwhelmingly intra-industry contacts and existing downstream partners in other countries"). As a result, 92 international markets were accessed by the case firms without using official or informal networks. As an explanation, the female business owners made it clear that they were reluctant to join networks because they wanted to preserve a delicate work-life balance and were worried that other network members may pilfer their essential information. This study also suggested that women entrepreneurs can rely on ICT instead of searching for partners to build the network (p.130).

It is undeniable that social media and social networks are interrelated, a fortress for social capital. Selecting the right social media platform for networking increases the probability of commutation with a particular community and stakeholder. The medium of the platform helps to exchange information and connect with desired groups, which inevitably increases the social capital of female entrepreneurs (Chen & Lee, 2022). At the same time, social media used by women entrepreneurs in emerging economies and

developed nations would increase women's social capital, self-efficacy, and empowerment (Keller & Mbewe, 1991; Luthans, Luthans, & Luthans, 1973).

Notwithstanding these positive aspects of social media, still, much evidence has been found that "missing entrepreneurs" such as women, ethnic minorities, immigrants, refugee groups, and the disabled are mostly underrepresented and far from formal networks (European Commission, 2021). While they are failing to adopt the formal network, they search for social networks, which is also a variable depending on the society, culture (Hapugoda Achchi Kankanammge Nadee Sherasha Surangi, 2018), religious belief (Monnickendam-Givon et al., 2018), patriarchal society (Kalafatoglu & Mendoza, 2017). Women often overcome these barriers by adopting social media and successfully utilizing social networking sites (Kalafatoglu & Mendoza, 2017); however, sometimes, community embeddedness narrows the network of female and underrepresented entrepreneurs (Monnickendam-Givon et al., 2018).

2.10.6 Social Media Influence and Entrepreneurial Opportunity

The term "entrepreneurial opportunity" describes the process by which business owners look for or produce "something" with the potential to have value and advantages on the market. Entrepreneurs "identify something that has potential worth" through a process known as opportunity identification. The creation and discovery perspectives on entrepreneurial possibilities present opposing viewpoints on recognizing opportunities (Ardichvili et al., 2003; Secundo et al., 2021). Notably, opportunity generation and opportunity finding are two elements of entrepreneurial possibilities. In contrast to opportunity creation, which entails inventing and reframing opportunities using fresh market-related concepts, opportunity discovery is the perspective of discovering and finding business prospects that depend on an individual's expertise and sense of market shifts (Park et al., 2017).

Social media technology is transforming the way entrepreneurs interconnect with one another by identifying business possibilities, involving many partners, and linking to the outside ecosystem. Social media's accessibility and connection help business owners to utilize consumer that was difficult or impossible to locate. The significant influence of social media is expected and may also have a relevant impact on entrepreneurship (Shams & Kaufmann, 2016).

By enabling knowledge integration, low-cost information disclosure, and extensive network systems, social media has been reported to have disruptive impacts on business. Utilizing social media improves knowledge integration both inside and outside of organizational boundaries. Such knowledge fusion and idea sharing would open new possibilities and transform firms' functions, perhaps giving them a competitive edge. The growth of knowledge and decision-making processes are also accelerated by social media (Power & Phillips-Wren, 2011).

While social media acts as a hub of information, an entrepreneur can utilize the source to build competitive intelligence that stimulates decision-making capacity and organizational performance. Social media is an evolutionary tool for gathering information since it enables businesses to link and use market information to achieve desired consumer delight and successful entrepreneurial performance (Fesseha Gebremikael et al., 2020). By synthesizing different analytics on social media, entrepreneurs can measure their organization's financial and non-financial performance, enhancing the organization's growth and building the entrepreneur's self-efficacy (Qaiser Malik, Ahmed Muneeb Mehta, et al., 2020).

Social media platforms disapprove of the disequilibrium in the performance of women entrepreneurs. By tapping social network sites, these entrepreneurs can connect with an entrepreneurial ecosystem that underpins their entrepreneurial skills toward growth. Social media, in fact, open the door with much information about products, competitors, prices, and customers. A study found that online selling directly to customers enhances the entrepreneurial opportunity for women (Etim, 2020).

However, empirical findings demonstrated that information obtained through social media might have a detrimental impact on identifying business opportunities based on prior knowledge and experience. That is, entrepreneurs with insufficient expertise and experience would be hesitant to utilize social media information to start a firm, but business owners with adequate knowledge would depend more on social media information for their decision-making regarding prospects. Practical social media use might depart from theoretical studies by demonstrating that there is doubt regarding social media's effectiveness in strategic decision-making among entrepreneurs. Because they lack trust in the information they receive on

social media, which has perceived to be of little value, they may not use social media to discover business prospects (Porter et al., 2015).

Moreover, Rippa, P., & Secundo, G. (2019) found that the strategic capacity of entrepreneurship has affected the dimension of technologies because there are always changes or modifications in technologies. They also mentioned that social media use, intelligent technologies, and massive open online courses could change the direction of entrepreneurial experience and journey by captivating new opportunities (Secundo et al., 2021).

2.11 Social Entrepreneurs and Social Media Platforms

Social entrepreneurs (SEs) may benefit significantly from social media and use it to capitalize upon their social initiatives. Every industry now uses social networking for business interactions. The beneficial use of social networking sites for two-way communication between entrepreneurial organizations and their partners has been proven fruitful. The development of social media has sped up the co-creation of new facilities, thoughts, goods, and systems (Islam & Ozuem, 2019).

Social media assist social entrepreneurs in responding to operational obstacles in a much more cost-effective way, such as fundraising, obtaining volunteers, and extending out to various social concerns by recognizing and resolving those using social media. Facebook, Twitter, YouTube, LinkedIn, Snapchat, and blogs are some examples of frequently used social media networks (Ali et al., 2022).

Social media platforms, with their more than 3.96 billion active users worldwide, may help SEs build social networks with society's most vulnerable members, integrate with them, comprehend their social requirements, and offer answers with the least amount of time and money spent (Abedin, Maloney, & Watson, 2021; Calvo, Lyon, Morales, & Wade, 2020). Social media channels may also help social entrepreneurs spread awareness of the need to protect the community from deadly illnesses (such as HIV and pandemics) and preserve the environment (Lefebvre, 2013).

Recently, much emphasis has been paid to how social media sites may improve SE operations and performance. The link between social media and social entrepreneurship has been found in different studies. "Social marketing and collaboration" appeared as the most approved topic that identified the

popularity of social media platforms such as Facebook, Instagram, WhatsApp, and online blogs. These incredible platforms facilitate real-time connection and an aware audience of their regular activities, social awareness, and social activities. Additionally, SEs interact with their community on social media through proper conversation, essential stories, and charitable activities (Ali et al., 2022). Since social marketing is well-liked trend for SEs on social media platforms; as a result, they utilize this platform to advocate for jobs, sustainability, education, natural resource preservation, and health and medical care (Madill & Ziegler, 2012). By creating much interest in the campaigns and collecting funds from influential community groups, social media platforms enable SE to complete its crowdfunding initiatives (Ali et al., 2022).

Lipparini and Phillips (2021) underscored the power of the application implanted in social media platforms that is superior for marketing approach for social innovation. SEs are growingly using social media platforms to support social projects that focus to solve the societal problems (Ali et al., 2022). Through social innovation, social entrepreneurs create and develop new products and services capable of effectively handling social trauma, such as crime, abuse, illiteracy, mental health, and poverty (Guo & Bielefeld, 2014).

In addition, combining crucial abilities like cooperation, problem-solving, and decision-making skills with technological understanding like web-based social media platforms increases interest in social entrepreneurship. Moreover, encouraging cooperation and exchanging fresh perspectives and ideas would promote information interchange in SE. The increased social media and technology will positively impact social entrepreneurship and younger people's exposure to employment prospects and entrepreneurial possibilities (Roslan et al., 2020). Social media has an enormous usage influence on social entrepreneurs while considering customer relationships in the long run. While communicating with customers, interest group social entrepreneurs ensure customer and market access by utilizing social media platforms (El-Den, Adeikhari, & Azam, 2017). Social entrepreneurs can achieve loyal customers for their venture through proper customer engagement by utilizing social media platforms (van Asperen, M., de Rooij, P., & Dijkmans, C., 2018).

However, many social entrepreneurs lack the requisite technology expertise and have limited time and access to resources that would help them gain valuable skills. As a result, many people fail to utilize social media to its maximum capabilities. It may be challenging for business owners to select the best social media platforms from various choices, and the sheer number of accessible tactics is sometimes overpowering. Because social media is free to use, available to all users, and anybody may be openly critical without needing any authorization or legitimacy, many people still find using it inconvenient, even when a good platform has been chosen (Islam & Ozuem, 2019).

Experts in non-profit public relations are usually pushed to fully utilize social media's interactive features to increase SE's donor base, build awareness, find volunteers, and generate money. However, the plethora of message and platform characteristics on social media may have led to a climate of information fragmentation and congestion, which tends to reduce the communication effectiveness of social purpose organizations and make their voices difficult to hear (Tao, Li, Chen, & Ji, 2021).

Even though social media platforms provide a variety of advantages for SEs, the latest examination of the methodologies employed in prior studies revealed that the field of research is still in its embryonic stages (Ali et al., 2022).

2.12 Women Social Entrepreneurs and Social Media Platforms

There is a literature gap on how women social entrepreneurs use social media particularly as it concerns developing economies. A previous study that only focused on very narrow perspective of social media uses by women social entrepreneurs found that, women social entrepreneurs organize social media training for learning purposes. Women social entrepreneurs, especially start-ups, depend on social media for social innovation and entrepreneurial undertakings. Some women find it useful for communication and marketing purposes to reach diverse communities, while others use social media to address societal problems such as mental health, domestic violence, and employee issues (Suseno & Abbott, 2021). That said, further work is required to better understand the use of social media by women social entrepreneurs.

2.13 Conceptual Framework

To develop a more purposeful and methodical process of linking the many sections of the study, a conceptual framework acts as the connective tissue of a research study by assisting readers in integrating their understanding of the numerous impacts and features of a particular research study (Ravitch & Riggan, 2016). This thesis paper proposes a conceptual framework to guide readers about essential factors of the research.

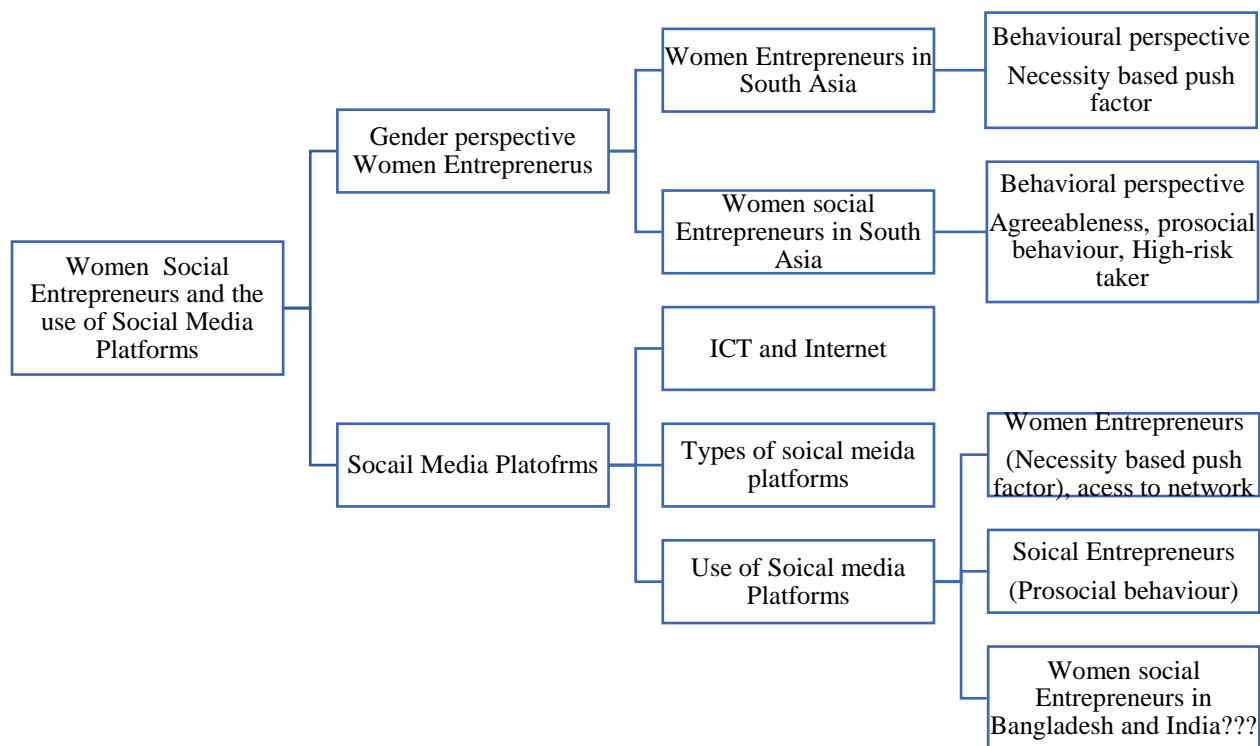


Figure 1. Conceptual framework (Author's Own)

The conceptual framework (Figure 1) depicts two important concepts cultural dimension of gender and social media. From the gendered context, women and entrepreneurship are very related and necessary fields to understand the role of women in entrepreneurial proclivity, experience, and outcomes. The gender-based behavior of women helps to identify entrepreneurial actions, including opportunity recognition, self-efficacy, and intention to start a venture. Though entrepreneurs enhance social capital by

using networks and relations to overcome hurdles, women entrepreneurs still face discrimination and barriers in various stages of their business (Mustafa & Treanor, 2022).

The level of development of a country and the participation of women in entrepreneurship is inextricably related. The nature of the problem is also different in the East than in the West because of culture, social structure, economic policy, and technology (Wu, Si, & Liu, 2022). Women entrepreneurs in South Asia face several barriers, such as a patriarchal society, social entrepreneurs in South Asia deal with numerous social problems such as climate, abject poverty, health, and socioeconomic disaster. The dimension of these problems also led women social entrepreneurs to look at them from various perspectives while generating economic and social values (Sengupta & Sahay, 2017). The power imbalance between men and women in the workplace and social responsibility persuade women to leave the traditional job and start self-employment. Moreover, the need for power and achievement, opportunity-seeking, and risk-averse characteristics help women to focus on sustainable growth-oriented businesses (Rizvi, S Khan, & Shaikh, 2014; Welter, 2020).

On the other hand, social entrepreneurship has developed rapidly in the last decades. Social entrepreneurs intend to oversee social, environmental, and economic challenges such as poverty, illiteracy, hunger, climate and environmental changes and degradation, poor health, and so on. Social entrepreneurs adopt innovative solutions to minimize or eradicate the challenges by creating economic and social value (Abebe, Kimakwa, & Redd, 2020).

Social entrepreneurs play a unique role in society since their intention differs from commercial entrepreneurs; they focus more on solving societal problems by allocating resources, training, employment, and other social and economic activities. From the gender perspective, many researchers have observed that men engage in commercial entrepreneurship more than women; however, it also found that women participate more in social entrepreneurship depending on the country's development (Nicolás & Rubio, 2016). The behavior pattern of women, such as prosocial values, religious faith (Borquist & de Bruin, 2019), and agreeableness (Nicolás & Rubio, 2016), play a significant role when deciding to start up social entrepreneurship. However, some proponents argue that these feminist behaviors perpetuate

gender discrimination in the adoption of low-growth and low-profit ventures in women, whereas men are perceived to choose high-growth and high-profit ventures (Clark Muntean & Ozkazanc-Pan, 2016).

Instead of focusing critical gender perspective, our study focuses on behavioral traits, such as personality traits in women that help them to adapt and grow in social business in different socio-cultural contexts such as Bangladesh and India.

Women entrepreneurs and women social entrepreneurs in South Asia search for alternative ways to extend informal networks to more formal and professional networks through social media platforms. The emergence of social media and the development of technology infrastructure have radically altered how people interact and work together in communities and organizations. The user-centric nature of social media makes it possible for women entrepreneurs to use the platforms to expand their enterprises rapidly among a wider audience (Ajjan et al., 2014).

Social media platforms have become an important tool for entrepreneurs because they are conducive to a business environment where entrepreneurs can create information to facilitate interactions with various audiences. The development of information and communication technology (ICT) and internet connectivity at the country level are crucial to support this virtual network with audiences (Arayankalam & Krishnan, 2022). In addition, the variety of social media platforms opens the door for entrepreneurs to use social media for business and entrepreneurial activities. There is a vast arena of social media platforms; entrepreneurs can choose as many platforms as possible for businesses they own. Furthermore, ICT skills also support entrepreneurs using social media platforms (Arayankalam & Krishnan, 2022). Women entrepreneurs can also benefit by fully utilizing these social media platforms for their ventures. Etim (2020) found that women who are not highly adept at using technology can still utilize social media platforms for business. This study also showed that popular social network sites such as Facebook, LinkedIn, Twitter, Instagram, and WhatsApp help to reach a wider audience and enable women entrepreneurs to perform numerous entrepreneurial activities such as promoting business, networking, and marketing on social media.

Likewise, social media is an interactive platform for social entrepreneurs concerning the way entrepreneurs communicate with their audiences for performing social business activities. A study has highlighted that social media platforms positively associate with social entrepreneurship activities, such as social collaboration, social marketing, crowdfunding, and crowdsourcing, which are some essential activities that impact the social capital of entrepreneurs and the performance of social entrepreneurship (Ali, Balta, & Papadopoulos, 2022). Social entrepreneurs utilize social media platforms for more social-centric purposes that can bring social well-being and achieve the social mission. However, we lack knowledge and understanding of how women social entrepreneurs use social media platforms for general and business purposes.

Our study focuses on a gendered noncritical behavior approach in the thesis. We acknowledge that there are gendered perspectives associated with entrepreneurship; at the same time, we want to focus behavioral perspective of women social entrepreneurs that are culturally imposed. We selected the behavioral perspective of women social entrepreneurs and how it can be associated with their entrepreneurial journey. The literature review shows correlations between behavioral aspects and women social entrepreneurs. Based on this aspect, we want to know how women social entrepreneurs in Bangladesh and India use social media platforms.

In the conclusion and implication section, there are certain aspects of how policy can be favorable and patronizing for women social entrepreneurship for economic development.

2.14 Summary of the Chapter

The two important factors such as entrepreneurship and social media platforms have been reviewed. Moreover, this chapter also reviewed literature relevant to topic areas of this thesis such as women entrepreneurs, social entrepreneurs, women social entrepreneurs, different types of social media platforms, relationship among ICT, Internet, social media platforms. Chapter two also shed the light on the usability of social media by entrepreneurs, women entrepreneurs, social entrepreneurs. Besides that, this chapter also illustrated concepts on gender and behavioral perspective on women entrepreneurs in South Asia and how this behavior dominates to adopt social media platforms.

CHAPTER 3

RESEARCH METHODOLOGY

Chapter three discusses the qualitative research methodology we used to answer the research questions. Qualitative research is more appropriate in our case as we want to delve deep into a subject for a better understanding of the subject area (Myers, 2020).

Figure 2 shows the process for our methodology. Previous knowledge on how women social entrepreneurs use social media platforms was limited, our objectives was to know how women social entrepreneurs use social media platforms for general business and social business purposes. To serve the purposes of the study, the author developed a conceptual framework to see the connection between women entrepreneurs and the uses of social media platforms. By narrowing these two terms, women entrepreneurs, and social media platforms, we noticed a need for more knowledge on women social entrepreneurs' usage of social media platforms.

To get the answer, the author conducted a study in three phases. The first phase was a systematic literature review. Developing exclusion and inclusion criteria, the author reviewed 36 academic papers that met the protocols. These papers include business, economics, management, leadership, and technology related subject areas and, Table 8 contains the publication list of this papers. The second phase was locating the women social entrepreneur cases. In this stage, the author selected 52 women social entrepreneurs from Ashoka Changemaker after meeting the pre-established inclusion and exclusion criteria. In the third phase, the author also selected 52 websites for studying comprehensive social activities. In the third phase of the study, 44 active social entrepreneurs' cases were selected with active social media accounts. Among these 44 women social entrepreneurs with active social media accounts, the author found 42 Facebook, 18 Twitter, and 31 LinkedIn active and updated accounts for further investigation. All the data in three phases were analyzed by using Atlas.ti 22. These qualitative tools helped to develop inductive and deductive codes for analysis.

This chapter describes the methodology of SLR, websites, social media platforms, data collection, and analysis process. This chapter also contains search terms criteria for women social entrepreneurs and social media and exclusion and inclusion criteria for SLR and websites.

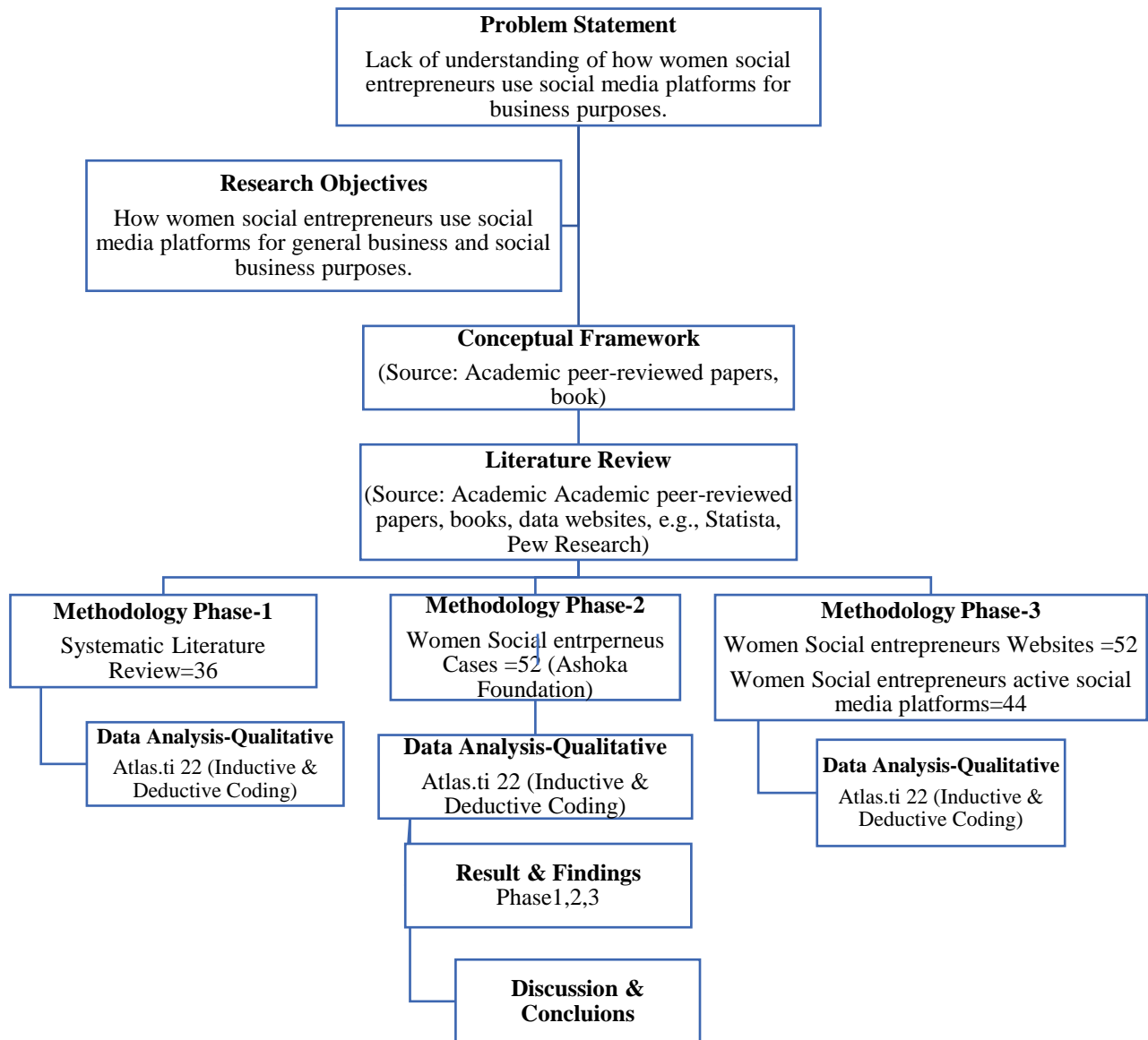


Figure 2. The Process of Methodology (Authors' Own)

3.1 Systematic Literature Review

Systematic Literature Review (SLR) is the primary method for the current study to identify the usage of social media by women social entrepreneurs worldwide. Ahn & Kang (2018) stated, "A systematic review is an objective, reproducible method to find answers to a certain research question by collecting all available studies related to that question and reviewing and analyzing their results." In addition to that, SLR is different from a stand-alone piece of literature review. Stand-alone literature tries to pursue "existing literature through the aggregation, interpretation, explanation, or integration of existing research" (Rousseau, Manning, & Denyer, 2008, p.492). In contrast, empirical research should be conducted before the systematic review that mirrors the empirical study as a background check (Xiao & Watson, 2019). According to various studies, some standard procedures exist for systematic literature review (Xiao & Watson, 2019; Ahn & Kang, 2018).

Step 1: Formulate the Problem

Step 2: Develop and validate the Review Protocol

Step 3: Search the Literature

Step 4: Screen for Inclusion

Step 5: Assess Quality

Step 6: Extracting Data

Step 7: Analyze and Synthesizing Data

Step 8: Report Findings

This study illustrates some crucial stages of the methodology to understand how data were analyzed.

3.2 Data Collection

Here are descriptions of a systematic literature review for an academic journal and how this data has been collected and analyzed for different processes with the consideration of ethical review.

3.3 Literature Selection Criteria

Throughout the analysis, a process was developed for the systematic literature review to extract the academic literature review. There were some established procedures for the inclusion and exclusion of academic articles.

3.3.1 Search Term and the Process of Extracting Articles for Review

The database was examined based on the Boolean operator OR/AND using an advanced searched option by combining different developed vital inquiries. To get better results for SLR, some basic symbols in a search term, such as truncation, wildcard, phrase search, and field code function, have been used for relevant results. Table 6 shows the combination of searched queries with different terms in different databases for consistent and fruitful results.

Table 6. Search term for Systematic Literature Review and Number of Articles Extracted from Database

Search Queries	Databases	Date	The number of articles found
ABI/INFORM Collection & Emerald Insight	a. (women entrepreneur*) AND MAINSUBJECT.EXACT("Women-owned businesses") b. SU.exact("SOCIAL MEDIA") and Women entrepreneur* c. "Female social entrepreneurship" OR "Female social entrepreneurs" OR "Female social entrepreneurs." d. "Women social entrepreneurship" OR "women social entrepreneurs" OR "women social entrepreneurs." e. MAINSUBJECT.EXACT("Social media") AND (Women Social entrepreneur*) f. "MAINSUBJECT.EXACT("Social media") AND ("social entrepreneur" OR "social entrepreneurial" OR "social entrepreneurs" OR "social entrepreneurship") led by women g. ("Women Social Entrepreneur*" AND ("use") AND ("social media"))	8 th June 2022 9 th June 2022 10 th June 2022 11 th June 2022 12 th June 2022	25
Springer Link	a. 'How AND "Women AND social AND entrepreneur*"use AND "Social AND media" AND "Social media Women social entrepreneur*." '	13 th June 2022	4+1=5
EBSCO/ Wiley Online Library	a. "Women Entrepreneur*." b. "Women in Social Entrepreneur*"	15 th June 2022 16 th June 2022	5

	c. "women entrepreneur*" anywhere and "social media d. "Female Entrepreneur*" anywhere and "Social media."		
Sage/JSTOR	a. [All "women entrepreneur*"] AND [All social media] within. b. [All "female social entrepreneur*"] AND [All social media] within	18 th June 2022	1
Google Scholar/ ProQuest	a. (MAINSUBJECT.EXACT("Entrepreneurs") OR MAINSUBJECT.EXACT("Social entrepreneurship") OR MAINSUBJECT.EXACT("Entrepreneurship")) AND "Social Media" b. "Women entrepreneur*" and "Facebook" or "Twitter" or "Instagram."	4 th July 2022	

Source: Author's Own

Moreover, with the recommendation of the librarian, these databases were selected to search the articles for the systematic literature review. Since these databases match the discipline of business, management, economics, and entrepreneurship, as a result, these databases can give the answers to the research questions. Such as ABI/INFORM includes the most comprehensive business databases on the market and informs the recent financial and business information for researchers at all levels (ProQuest, 2022). Besides this, other databases such as EBSCO, Sage, and Emerald provide much information on technology, business, economics, science, and social science.

3.3.2 Search Inclusion and Exclusion Criteria

After developing search terms for literature, inclusion and exclusion criteria have been developed to focus on a research question that can be answered from the literature review. Table 7 illustrates how articles were selected based on inclusion and exclusion criteria for further consideration.

Table 7. Inclusion and Exclusion Criteria for Review

Review Protocol	Inclusion Criteria	Exclusion Criteria
Focus	An Analysis of Social Media Platforms: a Perspective of Women Social Entrepreneurs. Social women entrepreneurs and usages of social media all around the world.	Women Social Entrepreneurs and Social media usages in China.
Range of Years	January 2015- July 2022	
Language	English	
Publication Status	-Peer- reviewed, Scholarly Journals - ABDC listed	Conference Papers, working papers, unreviewed journals,

		Thesis papers, technical and project papers, and Journals that are not ABDC listed.
Databases	ABI/ INFORM Collection, Emerald Insight, EBSCO, Sage, Springer, JSTOR, Wiley Online Library, ProQuest, Google Scholar.	
Screening Method for Literature Review – 1 st round screening	-For primary screening, the term related to women's entrepreneurship and social media was scanned in the title and abstract.	If terms were not found in the title and abstract.
Literature Review – 2 nd round screening	For the secondary screening, a full-text article review has been considered.	Articles were rejected for the second round of screening if the full text contained no subject regarding women's entrepreneurship and social media.
Paper type	Qualitative and Quantitative papers	

Source: Author's Own.

3.3.3 Screening Based on The Inclusion and Exclusion Criteria

Screening is the second process predetermined by the inclusion and exclusion criteria to get the desired and relevant results that the researcher sets. Academic research will be considered on the understandability of the research criteria; hence, exclusion criteria are developed to eliminate the risk of undesirable results (Mohamed Shaffril, Samsuddin, & Abu Samah, 2020). Moreover, inclusion and exclusion criteria narrow the boundaries for the systematic literature review (Fakis, Hilliam, Stoneley, & Townend, 2014). After establishing the inclusion and exclusion protocols, articles were searched in different databases and stored in RefWorks. A total of 856 articles from various databases and 21 articles from Google Scholar were kept for further analysis.

After removing duplicates, we were able to keep 685 academic papers. In the first level of screening, we excluded 434 papers and included 252 papers that matched the subject matter such as “women entrepreneurship” and “social media”. In the second level of screening, we again selected 39 papers and excluded 213 papers. In this stage, we read the entire academic papers thoroughly and excluded those papers that did not include relevant information regarding subject matter in the papers.

Finally, we selected 36 papers after removing three papers because they represented the study of different fields and were not relevant to our study.

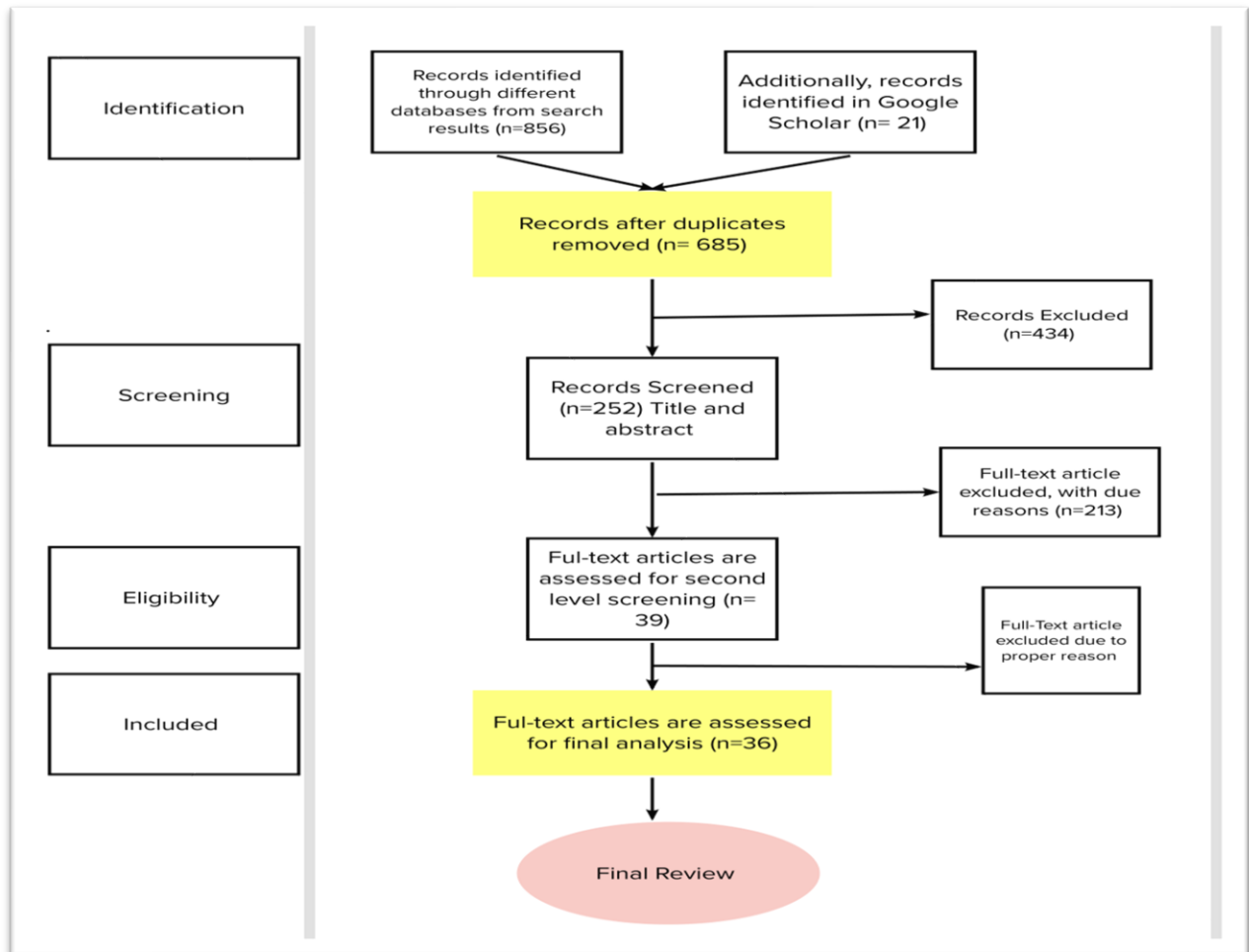


Figure 3. Inclusion and Exclusion Criteria

Figure 3 shows how records have been screened in different stages for the final systematic literature review. Appendix-I offers the final selection of the academic peer-reviewed papers in the systematic literature review.

3.4 Data Analysis Tools

To serve the purpose of the study, several tools have been utilized to get better outcomes from the data collection to date interpretation.

3.4.1 Datastore

RefWorks has stored all academic papers for systematic review, bibliographies, citations, and references. RefWorks supports writing by automatically producing in-text citations in the bibliography (Xiao & Watson, 2019). In addition, RIS and XML data in RefWorks helped to build networks in VOSviewer software.

3.4.2 Data Process

Atlas.ti 22 software has been used for processing qualitative data, systematic literature review, and data extraction from websites and social media. Qualitative data requires systematic review for better output and decision-making, though it depends on the researcher; still, a computer-assisted qualitative data analysis system (CAQDAS) is preferred where detail analysis is required (Neergaard & Ulhøi, 2007) because this software assists the researcher tracking and storing of data and data retrieval is possible when needed.

VOSviewer Version 1.6.18 is a free software tool that generates different maps depending on network data, portraying a visual exploration of the networks and maps (Eck & Waltman, VOSviewer Manual, 2022). VOSviewer has been utilized to show the codes' primary network connection among all selected articles for better graphical representation.

3.5 Thematic Analysis – Inductive and Deductive Coding

In the pattern of coding, researchers “symbolically assign a summative, salient, essence-capturing and/or evocative attribute” (Locke, Feldman, & Golden-Biddle, 2022, p.3) to a portion of data (Saldaña, 2021). Inductive and deductive coding has been used for systematic literature review and data extraction from websites and social media platforms. Inductive coding, a bottom-up approach, follows developing, organizing, and putting codes together, whereas deductive coding helps us to narrow down by ordering and interpreting unstructured observations (Locke, Feldman, & Golden-Biddle, 2022).

For inductive coding, we have narratively included codes in the codebook in Atlas.ti 22 from raw data such as 36 articles, 52 websites, and 44 women social entrepreneurs cases with active social media platforms. For deductive coding, we narrowed down codes from the initial codebooks according to our

research question and objectives; and then we created code groups and classified codes into groups according to similar characteristics.

3.5.1 Codes and Codes Group for the Systematic Literature Review

To carry out the systematic review (Figure 4), inductive coding has been conducted to delve into the data. For that purpose, 152 codes were primarily developed in Atlas.ti 22. These inductive codes are provided in the appendix section (Appendix-VII, VIII). 133 relevant codes were extracted from 152 codes and. Here we excluded some codes that did not give us appropriate meaning and research answers regarding “women entrepreneurship” and “social media platforms”. After extracting 133 codes we grouped into 10 categories and these are (i) Internet, ICT, and social media, (ii) interactive social media platform, (iii) ease of access, (iv) social media as a business platform, (v) social media a marketing tools, (vi) networking, (vii) social media and social enterprise (viii) creating long-term customer relationships (ix) entrepreneurial development and performance, (x) (x) effect of (boon/bane) of social media to women entrepreneurs. These 10 code groups were again narrowed into four themes. These four themes are.

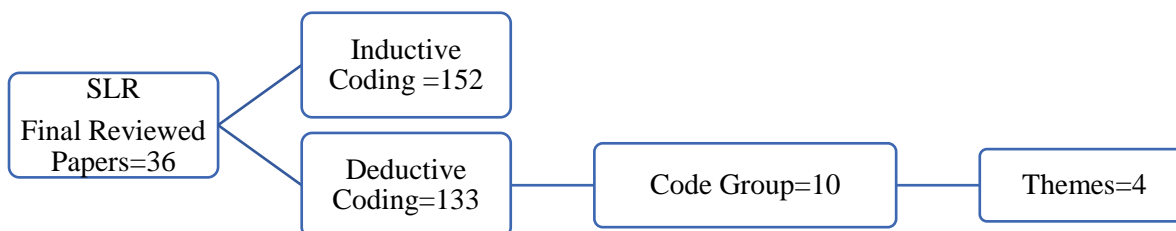


Figure 4. Inductive and Deductive Coding for SLR

1. Social media as an easy and interactive platform
2. Impact of social media on business, marketing, networking, and social entrepreneurship
3. Creating a long-term customer relationship and developing an entrepreneur's ability
4. Impact of social media on women entrepreneurs

Appendix VIII shows a detailed list of codes for SLR in an academic paper.

3.6 Analysis of Database of Women Social Entrepreneurs

Bill Drayton founded Ashoka in 1980, which elevates social entrepreneurship by consulting, connecting, and building individual social entrepreneurs and their ideas into success. Ashoka is the largest

network of social entrepreneurs worldwide (Ashoka, Curated story : Bill Drayton: Visionary social impact leader, social entrepreneur, 2020).

The sample of women social entrepreneurs cases have been identified from the Ashoka Database with the targeted population in Asia. Intending to support leading social entrepreneurs in the world, "Ashoka envisions a world in which everyone is a changemaker," with the objective to enable innovation and mobilize the global community to embraces these fresh frameworks to construct an "everyone a changemaker world" (Ashoka Worldwide, 2022). Since Ashoka subsumes 4000+ Ashoka Fellows in over 95 countries (Ashoka Worldwide, 2022); and is a recognized network actor of influence in the sector, this formed a valid source to identify the women social entrepreneurs to include in the study.

3.6.1 The Selection Criteria of Women Social Entrepreneurs and Websites of Women Social Entrepreneurs

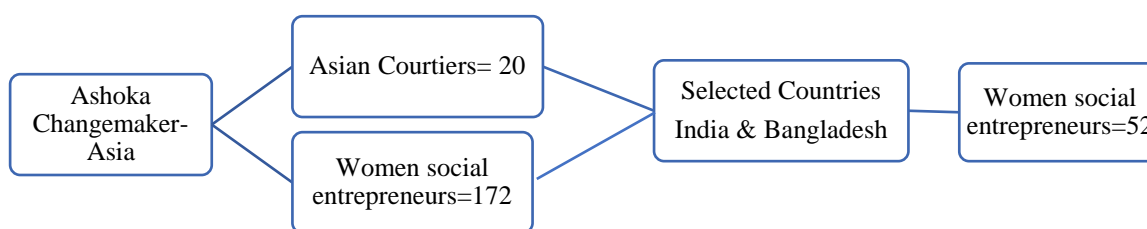


Figure 5. Selection Criteria for Women Social Entrepreneurs Cases

Women social entrepreneurs have been selected from Ashoka-Changemakers of Asia. Twenty-one countries were selected from Asia, and 172 women entrepreneurs from Asia have been listed for further analysis. Women social entrepreneurs who are active fellows of Ashoka and have websites have been picked for next-level analysis. After the primary selection criteria, 52 social women entrepreneurs from Bangladesh and India were selected to extract the information for the websites they use for social business purposes.

The author selected 52 women-owned social entrepreneurship organizations focusing on the social context of South Asia. The nature of social problems in South Asia is context specific like many other parts of the world and faces significant impacts of climate change and natural disasters. Moreover, this environmental catastrophe induces poverty, increases child mortality, and creates an imbalance in

agricultural prices. Furthermore, people in this region face gender inequality and age-related crisis, are deprived of quality education, and limited access to healthcare services (The World Bank, 2021). What is more, a crisis in governance and threats to human security are becoming burning issues in this region (Haq, 2000). As a result, focusing on these core issues, the author decided to select those women social entrepreneurs who are responsive to these crises and were trying to resolve these issues. For the convenience of the study, the author focuses on women social entrepreneurs who are working for poverty alleviation, eradication of gender-based violence, quality education, health facilities, accommodation facilities, technology accessibility, vulnerable aging population, gender equality, human rights, environment protection and climate change, mental health, minority groups. Other social issues such as noise pollution, tribal settlement, economic reformation, pet rights, and such matters have been excluded from the study.

3.6.2 Codes and Codes Group of Website of Women Social Entrepreneurs

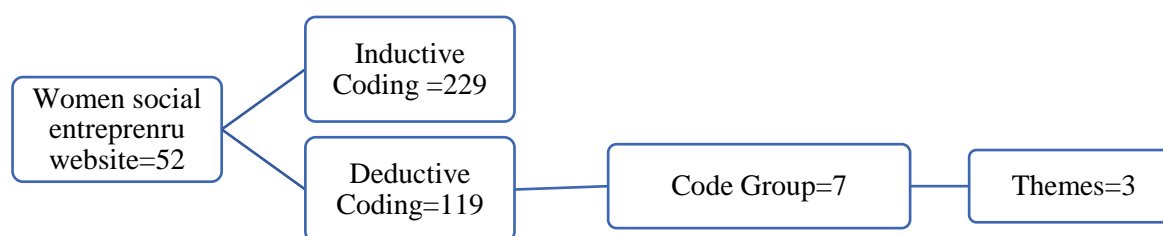


Figure 6. Codes for WSE's websites

We have selected 52 websites for comprehensive analysis. Primarily, we found 229 codes from websites, and subsequently, these codes were grouped. These groups are (i) advocacy and support, (ii) empowering the community, (iii) focusing on social problems, (iv) social activities for the community, (v) social innovation and social impact, (vi) social intervention, (vi) use of different social media platform by women social entrepreneurs (vii) service provided by women social entrepreneurs in a website. These groups were again narrowed down into three themes. These themes are

1. Numerous social services on websites
2. The social problem, social innovation, and social intervention and impact
3. Empowering the community through social activities, advocacy, and support

Appendix IX contains a detailed list of codes developed from websites for women social entrepreneurs.

3.6.3 The Selection Criteria of Social Media Cases of Women Social Entrepreneurs

Women entrepreneurs use various social media platforms for their businesses. The website contains external links to social media platforms such as Facebook, Twitter, LinkedIn, Instagram, WhatsApp, and others. By clicking these social media platform links, we found that women entrepreneurs are active on more than one platform. We have selected Facebook, Twitter, and LinkedIn for analysis. Fifty-two women social entrepreneurs' cases were selected from Bangladesh and India to know if they utilize social media platforms for their business activities. A total of 44 active and updated social media cases of women social entrepreneurs' cases have been selected among 52 cases. Eight women

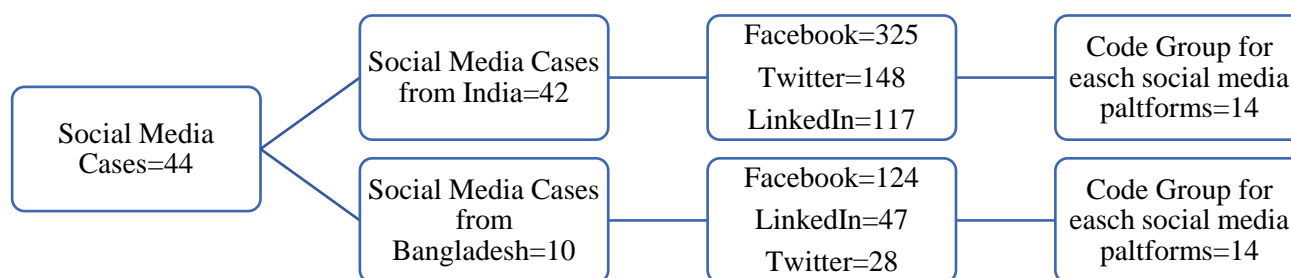


Figure 7. Codes for Social Media Platforms

social entrepreneurs' cases were excluded because they do not have updated and active social media platforms. We have extracted codes from each social media platform from Bangladesh and India. We have found numerous codes in each platform (Figure 7). After that, we grouped these codes into 14 categories for each platform. These categories are combined with general and social business activities since we have information and codes for general business activities discovered from final academic papers for SLR and social business activities extracted from social business website cases.

General business activities are i. ease of access ii. interactive platforms iii. business platforms iv. marketing activities v. networking vi. entrepreneurship development, and vii. customer relationship. Social business activities are i. societal problems ii. social intervention iii. social innovation and impact iv. advocacy and support system v. social activities vi. social services vii. community empowerment.

Appendix IX contains a code list for social media platforms.

3.7 Summary of the Chapter

This chapter has shed light on the different methods of analysis to get the research answers. Primarily, we conducted SLR and, to fulfill the conditions of SLR, developed exclusion and inclusion criteria to narrow down the search terms. Afterward, this predetermined criterion helped us to select the final academic papers for thorough analysis. Atlas.ti 22 enabled the development of code and code groups. After that, we selected websites cases and analyzed websites and social media platforms of women social entrepreneurs to find the answer to research questions.

CHAPTER 4

RESULTS AND FINDINGS: THE SYSTEMATIC LITERATURE REVIEW

A systematic literature review was applied to the academic papers on women's entrepreneurship and social media that explored several concepts and themes in alignment with the research query-how women social entrepreneurs are using social media.

4.1 The Network Connection in VOSviewer for of The SLR Articles

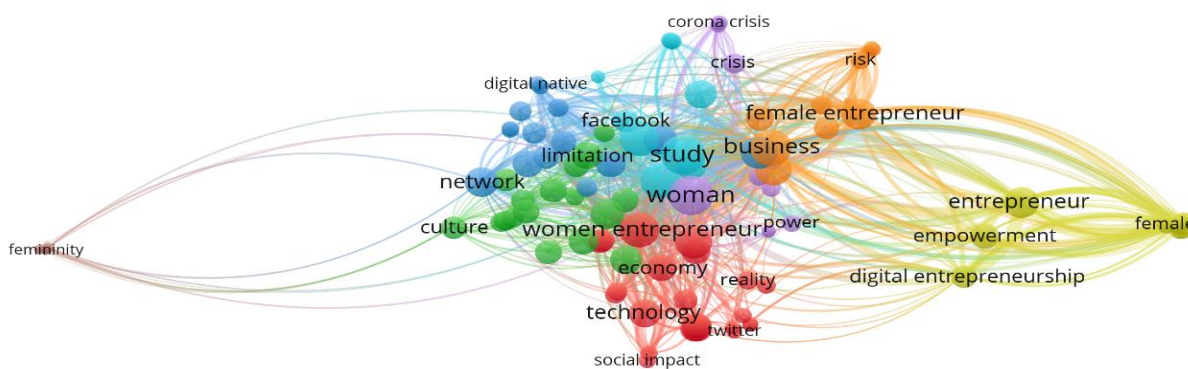


Figure 8. VOSviewer map-based on text data of academic journals

At the very outset, VOSviewer has developed several codes among the academic journals selected for the systematic literature review. Bibliographical citations were downloaded in RIS (Research Information Systems) format that opted for title and abstract for text extraction. The entire counting method was applied for the threshold, and the minimum number of selected occurrences of the term was 4.

The Occurrences property, which works with keywords, displays how frequently a specific phrase appears in documents. The Create Map wizard's selection of the occurrence property shows the impacts of how the counting approach defines it. In terms of binary counting, the occurrence characteristic that occurs at least once indicates how many documents include a phrase. When a complete counting indicates how many times a phrase appears overall across all documents, the Occurrences property is appropriate (Eck & Waltman, VOSviewer Manual, 2022).

Of the 866 terms, 80 met the threshold, and 60% of the relevant terms were manufactured as a default choice. Finally, 48 terms were selected, and the most interrelated terms were generated for the text mapping. From the text mapping it has been observed that "women", "women entrepreneurs", "technology", "Facebook", "Twitter", "network" "social impact", "digital technology", "empowerment", "entrepreneur" were interconnected across the academic journals. Besides that, "economy", "culture", "corona crisis", "power", "limitation", "native", "risk" came several times in many texts in journals. Figure 2 shows the text map and correlated terms.

However, this VOSviewer only answers a tiny portion of the research question. To get the entire scenario we have employed systematic literature review to have a comprehensive understanding on subject area.

4.2 Analysis and Findings from Systematic Literature Review

After careful review, 36 academic journals were brought under study for systematic review. Developed search terms such as "women entrepreneur*"; "women-owned business"; "female entrepreneur*"; "female-led business"; "women entrepreneur*" and "social media"; "women-owned social business"; "women social entrepreneur*" and "social media"; "women social entrepreneur*" and "Facebook" or "Instagram" or "Twitter" and different combination have been used to search the article in different databases by using ProQuest, ABI/INFORM, Emerald Insight, EBSCO, Wiley Online Library, Sage, Google Scholar were used to find out the relevant articles. Table 6. Shows the search terms and numbers of final selected articles, and more detail about the exclusion and exclusion protocol is described in chapter 3.

Table 4 in chapter 3 shows the selected key search and number of articles for systematic review. These articles were checked for forwarding citation to see how these articles contributed to the scholarly discourse (Crittenden, 2021) shown in Appendix-I.

The Australian Business Deans' Council (ABDC) assured academic publishing quality through peer review while avoiding discrimination toward journal rankings. The list of publications is included in Table 8.

Table 8. Number of journal Articles in each publication and ABDC Ranking of the publications

No.	Academic Publication	No of Journal Articles	ABDC Ranking-2016
1	Asian Journal of Management Cases	1	C
2	Cross Cultural & Strategic Management	1	B
3	Gender, Work & Organization	1	A
4	Human Relations	1	A*
5	Information Systems Journal	1	A*
6	International Journal of Emerging Markets	1	B
7	International Journal of Entrepreneurial Behaviour & Research	4	B
8	International journal of gender and entrepreneurship	7	C
9	International Small Business Journal	2	A
10	Journal of enterprising communities	1	C
11	Journal of Entrepreneurship in Emerging Economies	2	C
12	Journal of entrepreneurship in emerging economies	1	C
14	Journal of Islamic Marketing	1	B
15	Journal of small business and enterprise development	2	C
16	Management decision	2	B
17	Management Research Review	1	C
18	Qualitative Market Research	3	B
19	Small Business Economics	1	A
20	Technology Innovation Management Review	1	C
21	Work, Employment, and Society	1	A
22	Worldwide hospitality and tourism themes	1	C
	Total	36	

4.3 Findings from The Systematic Literature Review

To get meaningful themes from significant text content, there are two alternative ways of conducting coding, namely inductive and deductive coding (Vaughn & Turner, 2015). This study developed inductive coding in the first and second levels; then, deductive coding was developed to capture categories across the literature review. Author used Atlas.ti 22 software to develop codes for 36

articles. These codes extracted relevant information the usage of social media platforms by women entrepreneurs. Primarily, the author developed a code book of 152 codes that is a comprehensive list of codes from the text in academic papers. In this stage we removed 19 codes because they did not carry any meaningful information regarding “social media” and “women entrepreneurship.” Then 133 important codes that are connected to studied literature review have considered; afterwards, 133 codes (Appendix-VII) were grouped under several common code themes. For instance, the code group “social media as a marketing tool” contains all coded including branding, advertisement, influence marketing, WOM, e-WOM, campaign, promotion and so on. For the convenience of the study these large number of codes were grouped into ten categories based on the similar characteristic of the codes.

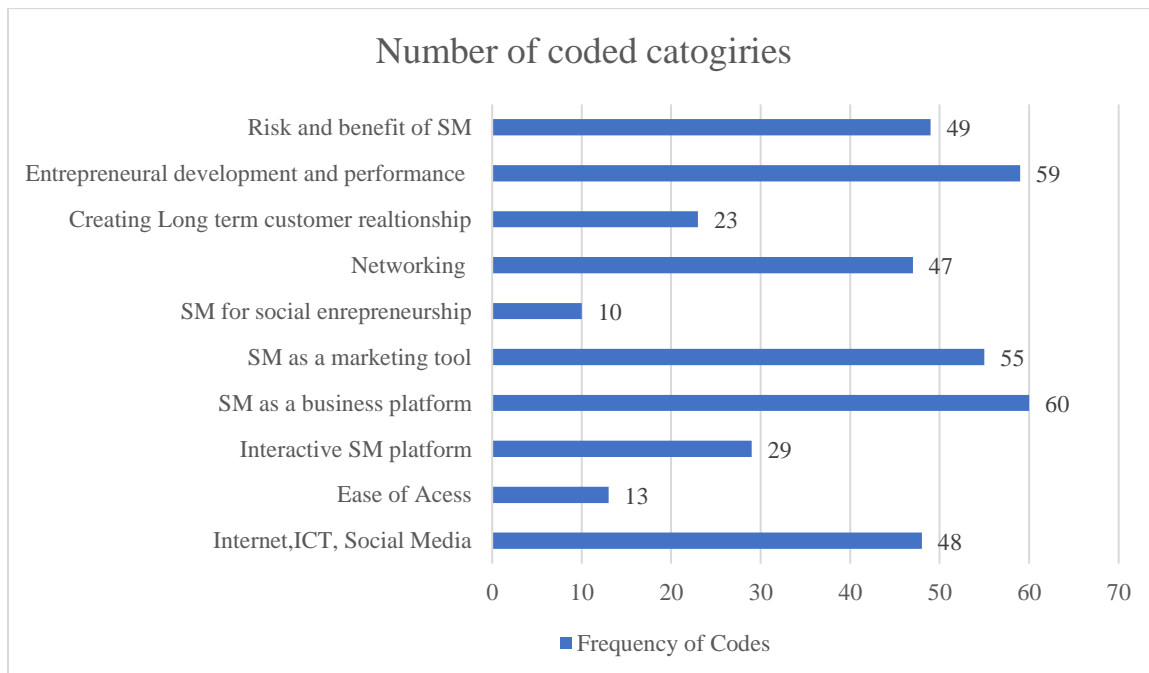


Figure 9. Number of coded categories

These ten categories are (i) Internet, ICT, and social media, (ii) ease of access (iii) interactive social media platform, (iv) social media as a business platform, (v) networking, (vi) social media as a marketing tool (vii) entrepreneurial development and performance (viii) social media and social enterprise (ix) creating long-term customer relationships (x) impact of social media. An exhaustive list of coding has

been provided in Appendix VI and VII. After the deductive coding and categorization, these ten categories (Figure 9,10) were narrowed down into four clusters. These clusters are:

1. Social media as an easy and interactive platform
2. Impact of social media on business, marketing, networking, and social entrepreneurship
3. Creating a long-term customer relationship and developing an entrepreneur's ability
4. Impact of social media on women entrepreneurs

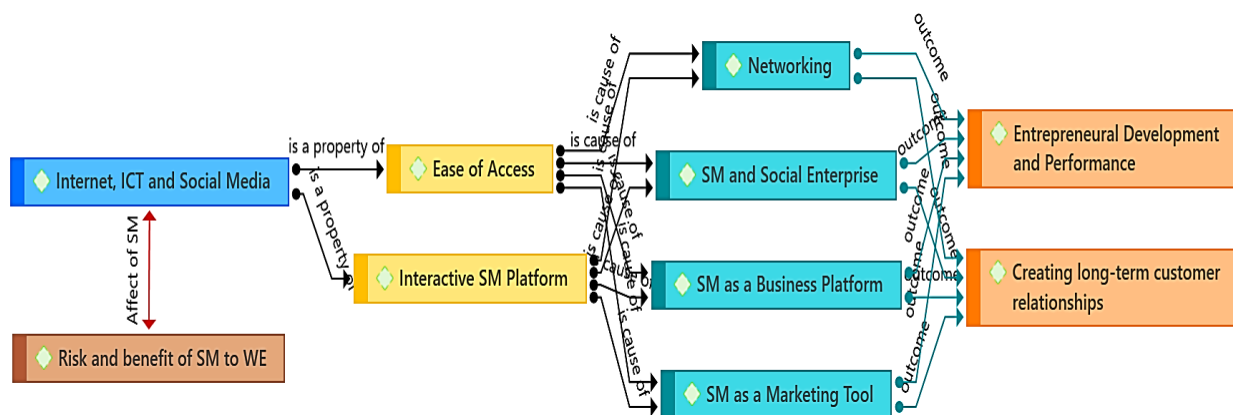


Figure 10. Networking is among the themes of how women use ICT, the internet, and social media (Source: Atlas.ti 22)

4.3.1 Link among the internet, ICT, and Social Media (SM)

Information and communication technology (ICT), internet access, and social media are closely related because social media cannot exist without the Internet and development of ICT. In addition to that, ICT has veered the trajectory of the structure in the way we gain access to information, diffuse it, and adopt it (Lynch, Sage, Hitchcock, & Sage, 2021). According to the code, ICT, social media, and the Internet have been grounded 48 times. Facebook, Instagram, and Twitter were all coded 27 times each under this category. Along with LinkedIn, Snapchat, TikTok, and YouTube, another social networking platform called WhatsApp also made 11 appearances in various publications. In addition, a connection between ICT, the Internet, and social media has been found four times across the articles.

As part of the systematic review, the geographical location of businesses and types of businesses of women entrepreneurs have displayed in Appendix-II. This appendix includes information on several

cases of businesses and the social media platforms that women entrepreneurs utilize for their business. These cases also inform how social media platforms have affected their networking, company success, and personal development.

A comprehensive analysis on 36 academic papers revealed roughly 26 instances of female entrepreneurs using at least one or more social media platforms. Due to the low entry barrier and ease of use, and interactivity of social media platforms, most female business owners found it simple to use Facebook, Twitter, Instagram, and WhatsApp to connect their personal and professional networks, maintain contact with customers, and grow their current or potential businesses.

In addition to that, internationally, ICT, rather than network relationships, appears to have had a significant role in the rapid globalization of female entrepreneurs' organizations. This old matching role appears to have been superseded by technology when networks were formerly required to put people in direct contact with one another (internet, social media, Instagram, and so forth). ICT's growing influence on worldwide markets encourages internationalization to happen more quickly and with a larger scope than, say, what classic internationalization models would have expected. In this way, ICT empowers female business owners to access global markets and achieve their objectives for global expansion without sacrificing their steadfast commitment to upholding a work-life balance (Swar & Khan, 2014) For instance, women entrepreneurs in Denmark for foreign market entries found the role of ICT is inextricably beneficial while creating an international network (Rosenbaum, 2017).

ICT is important in terms of foreign market entry, international connectivity, and independent network; unfortunately, it has also been found that women are constrained by the need to balance their work and life; hence they undermine their skills in adopting ICT and other mediums of interaction. Indeed, the network was used only by 24 women entrepreneurs in Denmark, and the rest of the women entrepreneurs 115 failed to utilize ICT (Rosenbaum, 2017).

The neutral role of the internet has also been disputed in research on women entrepreneurs due to gender stereotypes that contribute to digital gender inequality since women frequently tend to underestimate their online abilities and ignore the benefits of ICT, the internet, and social media (Olsson

& Iréne Bernhard, 2021); in addition to unawareness of ICT and social media lead many women entrepreneurs into risky position for business (Afshan et al., 2021).

Yet, many female business owners went through a period of transition during the COVID-19 pandemic, such as business owners in Pakistan (Shukla et al., 2021), Sweden (Olsson & Iréne Bernhard, 2021), India (Shukla et al., 2021), Palestine (Sultan & Sultan, 2020), Egypt (Miniesy et al., 2022) conducted their business by introducing social media platform that inevitably created virtual connection with their network. To improve their skills and reintegrate themselves into the financial world, several women participated in ICT and digital platform training. On the other side, inadequate instruction also causes them to stumble and distance themselves from society (Isa et al., 2021).

4.3.2 Social Media Platforms as An Easy and Interactive Platform

The social media platform is an interactive platform itself that brought attention to entrepreneurs, especially women entrepreneurs, in recent times. It is easy to open an account and create an official business page. From the codebook of Atlas.ti 22 easy access to the platform has appeared 13 times with five times density. That density illustrates that ease of access has a link with other entities in the coding network. Under the category “ease of access to social media,” the codebook shows that access to the diverse community has been repeated many times across the articles. Not surprisingly, social media is a good source of communication that can engage customers, suppliers, communities, and respective audiences (Voorveld, 2019). Social media is also a source of information; female business owners can access that platform to collate and share information about the market, customer and their demands, available resources and ideas, business, and partners (Bodolica & Spraggon, 2015).

Different women entrepreneurs responded and shared their experiences with social media, mentioning that it offered them numerous benefits that speeded up their communication with target customers, which was less expensive and highly accessible. Respondents expressed their opinions regarding social media, which are cited below.

"It [social media] is a very fast and easy way to reach out to many people with little effort. Cost-wise, it is very advantageous. We can target a very large number of customers. Customers can contribute

by themselves to our marketing effort through their comments, the number of likes, the sharing of opinions and information” (Brahem & Boussema, 2022; p.7). On top of that, social media is a two-sided platform where the audience closely monitors day to day activities of entrepreneurs. This interactive nature of the social media category contains 29 types of code with the predominant characteristics of "self-expression" following "social media post/share/comments. “Other contents that came more than several times across various journal articles were reviews, updates, customer referral, audience creation, coaching/advice/guidelines, and using a pseudonym.

One respondent from the UK said, *"I think my business is me; I think it is just an expression of me ."* *Another participant commented, "I am the core of my business, and I cannot leave this business and leave anything in it because I am it ."* *Because of this dependency between the personal and the professional, all women understood that they needed to promote themselves to advertise their businesses* (Thompson-Whiteside et al., 2018; pp.172-173). Besides that, women entrepreneurs in Australia, from the case who expressed the different exclusive moments of their life on Instagram, gained appraisal and moved the community through feminine empowerment (Heizmann & Liu, 2022). Furthermore, women from Saudi Arabi (McAdam et al., 2020) and Sweden (Alexandersson & Kalonaityte, 2021) found social media as a powerful medium for engaging customers, self-expression, communicating with business partners that help a woman to empower and change their lives significantly.

Women entrepreneurs form Lebanon (Lichy et al., 2021), Pakistan (Zulfiqar, Sohail, & Qureshi, 2016a). Furthermore, in other countries it was noted that on social media; they can create, update, and share content that interchange views with an audience that speeds up the connection with other customer bases by proactive sharing, following business pages, and making comments.

4.3.3 Impact of Social Media Platforms on Business, Marketing, Networking, And Social Entrepreneurship

With the aid of social media platforms, which can be utilized for networking and marketing, women-led businesses may exploit the platform by developing new businesses or expanding current ones (Rafiana et al., 2021). Social entrepreneurs also use social media for their venture, co-creation,

collaboration, and intervention (Drummond et al., 2018). Different academic publications in our systematic review iterated several times about the importance of social media for the respective area of business development. It has been observed that social media as a business platform were coded 60 times, whereas marketing for 55, networking for 47, and social entrepreneurship was found ten times.

Prioritizing social media for *marketing, business* is significantly increasing day by day. Female entrepreneurs utilize social media platforms since the platform offers ample opportunities without many expenses. Several cases (Appendix-II) of women entrepreneurs across the world exhibit the types of businesses such as SMEs or MSMEs. This nature of business needs speedy and cheap communication with customers to generate sales and retain customers. In that case, social media provide an excellent communication source through social interaction and random search of potential markets and customers (Ghouse et al., 2017).

For instance, Emirati women in SMEs pursue innovation; as a result, the personal, social, formal, and informal network were crucial for their business success while competing with local and international businesses. For instance, Emirati women in SMEs participated in innovation due to their personal, social, formal, and informal networks being essential to their company's success while competing with local and international businesses throughout the globe. Most women are now using social media to grow their businesses (Jabeen, Faisal, Al Matroushi, & Farouk, 2019). Additionally, having an online presence on social media sites like Facebook and WhatsApp gave business owners greater credibility because of how easy it was for them to connect with clients and sell or display their goods on these sites in the United Arab Emirates. Most women entrepreneurs, for that reason, are now engaging in social media to develop their business as a whole entity (Jabeen et al., 2019).

Additionally, online presence on social media such as Facebook made entrepreneurs more credible because the specific features of social media made entrepreneurs in UAE reach customers and sell/exhibit their products online. While examining the possibilities for company expansion, even start-up businesses from Pakistan received important benefits (Zulfiqar, Sohail, & Qureshi, 2016). Social media helps break down geographic boundaries and develop businesses across national borders, as experienced

by Afghan women entrepreneurs as well as those from other nations (Wafeq et al., 2019). Sarah, the owner of Clothing and Accessories, discovered that social network was not difficult for her; as a micro-entrepreneur, she got a notification responded immediately, and sold her product to other neighboring Arab countries (Lichy et al., 2021).

Business owners also use this platform for job recruitment. With a focus on millennial women, "*Girlboss*" is available to any American professional who identifies as female. "*Her*," on the other hand, targets female professionals working as CEOs, founders, industry leaders, influencers, and directors and recruits' members via invitation or an online application that must be approved. Her also organizes networking events in 20 cities across Europe, Asia, Australia, and the United States. Statistics about membership are kept private by the platforms. However, *Girlboss* asserted that pre-registering initial interest in the network led to a waiting list of 54,000 potentially interested women. This claim may be credible given that *Girlboss* has a sizable social media following, with 1.5 million Instagram followers and 75,000 Twitter followers, among other platforms. "*Her*," maybe due to its more private profile, has "just" 22,000 followers on the US Instagram account and 15,600 on the European one. These two platforms span various sectors and regions (Alexandersson & Kalonaityte, 2021).

Networking and collaboration with different partners bring different insights for venture creation or developing current business. Undoubtedly, women start-up firms always seek initial support from different parties that can bolster their business ideas to propagate. Social media helped them to connect with the right person or institutions to share their ideas to get to the next level in the entrepreneurship journey. Exhibition II shows the details of entrepreneurs and the type of business that are interconnected with social media for building a strong network for smooth communication with their audiences. Women entrepreneurs worldwide who are aware of social media, have access to the internet and ICT and have the minimum number of digital skills are utilizing the social media platform primarily for marketing and networking. Different cases in journal articles draw that woman from Afghanistan (Wafeq et al., 2019); Denmark (Rosenbaum, 2017); Finland (Rajahonka, M., & Villman, K., 2019); India, Bangladesh, Pakistan, Sri Lanka, Saju Jose. (2018); Oman (Ghouse et al., 2017); Palestine (Sultan, S., & Sultan, W. I. M. 2020);

Saudi Arabia (McAdam et al., 2020); and Italy (Martini, U., Malacarne, K., Pederzoli Giovanazzi, S., & Buffa, F. 2020) are preferring social media for marketing their business and networking opportunities to the great extent.

While these entrepreneurs are creating a network, they took the network one step ahead by collaborating with different partners or even celebrities to create the attractiveness of their business. For instance, *Girlboss and Her* (Alexandersson & Kalonaityte, 2021) are two platforms that employ opposing aesthetic girlhood categories to create a unique aesthetic style/genre for delivering their message. It is not a polished-up, adorable depiction of girlhood but rather *gurlisque* aesthetic categories that are repeatedly reproduced on their social media and in their actual meet-up locations. The platforms demonstrate that the charming, campy, and kitsch can be mixed with success and ambition by using pop idols like Dolly Parton, a role model for professional women, and her plush teddy bears (Alexandersson & Kalonaityte, 2021).

Social business owners found it even more practical than conventional business owners, who utilize social media responsibly. Because of their prosocial incentive elements and the obligations and liabilities, they feel toward society, women social entrepreneurs unexpectedly take social media to a different level than one could assume. A study on 17 women entrepreneurs in Australia found that social innovation is imbedded into digital technology that enables entrepreneurs to solve problems in education, employment, environment and climate, community development and progress, and healthcare. The study has found that women use social media to ensure social innovation. This study mentioned that “for the social media category, three start-ups relied on social media (e.g., online networking platforms and blogs) and other digital media (e.g., websites and email newsletters) for their social innovation and entrepreneurial undertakings (respondent No.06; No.08; No.17)”.

For example, respondent No.17 from academic paper # 2 for SLR (Appendix-ii) found that she used technology to organize and run online workshops to equip women with financial literacy and skills: *"I run webinars. In my last webinar, I had people from like Adelaide and Melbourne and even someone in South Africa ... I do have a website. I have a Facebook page, and I also have a Facebook group. And I*

have newsletters and blogs. I've just got some funding to put some resources on my website. (No.17)"

(Suseno & Abbott, 2021; p.731). In addition, social media connected with a different global community that addressed mental health, domestic violence, and employment issues with tackling problems of social inclusion and marginalization.

4.3.4 Creating a Long-Term Customer Relationship and Developing Entrepreneur Ability

While networking and marketing activities fortify the business and the expansion, social media does not doubt that it is proficient at developing a solid relationship with customers. Due to the appropriate use of social media, entrepreneurs develop their entrepreneurial skills and performance over time. Codebook has noted that entrepreneurial development and performance with multiple and interrelated characteristics were coded 59 times; meanwhile, long-term customer relationships were coded 23 times. Entrepreneurial development and performance characteristics were a business opportunity, venture/business creation following collaboration/co-creation, and innovation. It is visible that social networking sites have fewer barriers since it is hard to identify gender on the virtual platform; as a result, women face fewer challenges. In addition, cultural hurdles, religious beliefs, and patriarchy cannot dominate this virtual social platform; as a result, women approach proactively, search for information and contact, create a network, build their businesses, and collaborate with partners. With the proper training, women entrepreneurs find social media viable, which helps to develop their businesses. From the women of the different forums, entrepreneurs get acquainted with a stranger, share their ideas, and collaborate with them, which help to create a scalable business. Entrepreneurial development and customer bonding are visceral to some degree; entrepreneurs, particularly women, have conspicuous feminine characteristics that help to build solid bondage with their customers. Interaction with potential customers with the excellent presence on social media helps to read the requirements of customers and fulfilling their demands accordingly by using social media platforms not only to create satisfied and loyal customers but also to develop entrepreneurial skills such as communication, strategic adoption, social media digital and marketing skill, public speech (Ng, P. Y., Wood, B. P., & Bastian, B. L. 2022). With the richness of these skill sets, women can perform better and move forward with their ventures confidently; in addition to that, they

become enriched with social capital (Ghouse, S., McElwee, G., Meaton, J., & Durrah, O., 2017) that empower them psychologically.

With the advent of social media, some female business owners in Asia (Hossain et al., 2020), Egypt (Miniesy et al., 2022), Saudi Arabia (Kemppainen, 2019), and the USA (Alexandersson & Kalonaityte, 2021) expressed that, they transformed their part-time hobby into full-time business due to the ease of selling ideas on social media platforms, while other women pointed out that through seeking opportunity they have developed their entrepreneurial skills tremendously. However, an empirical study on Afghani women entrepreneurs showed that there was no connection between social media and entrepreneurs' optimism, as very few Afghans have access to the internet (Wafeq et al., 2019).

To create a long-term sustainable customer base, women entrepreneurs are very devoted to interacting with a customer in a timely fashion. Having customer feedback on social media reviews, monitoring customer demand, and developing customer-oriented activities to gratify customers enhance the satiate customers who become fans of the official business page that motivate them to contribute their thoughts and build a long-term healthy relationship with the business (van Asperen et al., 2018). An example is when a respondent stated about customer relationships, *"Facebook is my online shop; this is where I get new customers. I upload pictures of all my latest collection on Facebook so that potential customers can go through it and express their interest (Jose, 2018; p. 1706). With Facebook advertising, I can precisely cater my message to my potential customers as it gives me the option to choose an area, gender and age "* (Jose, 2018; p. 1708).

The case of a Pakistani woman entrepreneur is an excellent example of how she created a trustworthy bond with her customers. The owner of Sam's Cake Factory (Zulfiqar, Sohail, & Qureshi, 2016) stated that opening a Facebook page which was very easy for her, helped to spread her ideas of flavorful cake to the audience. She was connected regularly with the audience by posting images of cakes on Facebook. The customer could customize the design and order size, which assisted her in developing techniques and promoting her brand to get sponsorship. She engaged with customers by interacting with them in comments and even supported their ideas, which inevitably developed a solid customer base for a

long time. Not only did regular customers order from Sam's Cake Factory, but many celebrities also adored her cake which was a testimonial for her brand. Even her Facebook page depicted excellent customer reviews in the testimonial sections, bringing more audience to her product and services.

4.3.5 Impact of Social Media Platforms on Women Entrepreneurs

From the systemic review of literature, the risk and benefit were coded 49 times with other dimensions. These codes represent both good and bad impact of social media platforms. Women entrepreneurs use social media platform as a complementary medium for their business. In many countries from Middle East, Asia, and other emerging countries, women used social media platforms to extend their network from close group to distant community (Syed Far, A. H., Nurunnabi, M., Hussain, K., & Xu, S. 2020; Aljuwaiber, A., 2021). Patriarchal society in Middle East reflected that, men in power such as husband, father influence business decision making capacity of women entrepreneurs. Moreover, religious barrier impeded women business to grow because of restriction that women cannot create network to unknown men. Consequently, women in these regions adopt social media platform that helps to build more social network online and market their business (Wafeq, M., Serhan, O. A., Gleason, K. C., Dasanayaka, S.; Ghouse, S., McElwee, G., Meaton, J., & Durrah, O., 2017). Asian women entrepreneurs also face some social and cultural barriers that lead them to start business and adopt social media to communicate with their customer, sell products, expand networks and so on (Saju Jose. 2018). However, absent of internet does not benefit women to use social media, as a result they seek more formal and social network to develop communication and build their business (Wafeq, M., Serhan, O. A., Gleason, K. C., Dasanayaka, S., Houjeir, R., & Sakka, M. A., 2019).

We saw that women face severe criticism on social media platforms when they sell product and services. Audience perception of being present on social media platforms was seen as negative because they felt that it was for selling products through self-promotion. Many women entrepreneurs faced harsh criticism and comments on social media platforms from their male counterparts because of being active on social media platforms (Thompson-Whiteside et al., 2018). In addition, fear of judgment and rejection, dilemmas with impression management, psychological strain, time management issues, digital burnout,

and work-life imbalance (Afshan et al., 2021) made women vulnerable on social media platforms. It has also been observed that women entrepreneurs who own small businesses found it hard to target the audience due to an unlimited number of potential customers and much information (Olsson & Iréne Bernhard, 2021). Many entrepreneurs also complained that they were unsure which social media platform would give them the best outcome for their business and customer. Since entrepreneurs are very close to their businesses, they are prone to negative emotions because of stress and fear of failure (Prayag et al., 2018). Lack of skill or "know-how" also attributed women to subside the importance of social media (Thompson-Whiteside et al., 2018).

Swedish women entrepreneurs (Olsson & Iréne Bernhard, 2021) have shared their odd experiences in an empirical study about social media in several tones; according to respondent # 8, she mentioned that too many platforms made her stressful to respond to comments and questions all the time. Respondent # 7 stated that social media was very fast to spread the false news that made her annoyed.

Some other entrepreneurs from UAE explained that the policy of Facebook was somehow averse to the women entrepreneurs; to get attention Facebook platform needed a specific amount of likes and shares, which pushed women to be active on the platform; however, it was not always easy to maintain the commitment (Saju Jose, 2018).

Despite these drawbacks, other examples also revealed that women found social networking platforms to be simple ways to track the success of their businesses through likes, shares, and comments. Women reported that because of the flexible work schedules, juggling professional and personal obligations was simple for them (Olsson & Iréne Bernhard, 2021). Additionally, women's strong feminine traits made it easier for them to authentically present and engage with a varied group after the advent of social media (Alexandersson & Kalonaityte, 2021).

4.4 Summary of Systematic Literature Review

The systematic literature review thoroughly explained the essential five themes; each theme comprises several interrelated categories (Figure 9,10). The advent of ICT, the internet, and social media opened the door for women entrepreneurs. The characteristics such as interactive nature and easy access

to social media platforms favor women entrepreneurs to use the platform for business, marketing, and networking purposes. In addition, women social entrepreneurs also found social media a very effective and purposive platform. With the proper use of this platform, women can develop entrepreneurial skills that enhance their performance and build long-term loyal customers inevitably. Yet, no platform is free from negative impact. Women as entrepreneurs also face challenges and still utilize them to their full potential. The following two chapters will provide insights into women's social entrepreneurship activity in Bangladesh and India's communities. Chapter five will discuss the study on websites of women social entrepreneurs and discover their activities for that impact the society; in addition to that, chapter six will discuss the intensity of the uses and initiatives on of social media platforms.

CHAPTER 5

RESULTS AND FINDINGS: WEBSITES OF WOMEN SOCIAL ENTREPRENEURS

This chapter will describe the range of activities performed by women social entrepreneurs to understand how they interact on social media platforms for both general and social business purposes since there is very little literature found. Initially, 52 websites (11 from Bangladesh and 41 from India) were finalized for coding purposes on Atlas.ti 22.

5.1 Analysis of Websites of Women Social Entrepreneurs

Ashoka Foundation's Changemaker of Asia Library served as the initial repository for data on women's social entrepreneurship in Bangladesh and India. In Appendix III (Women Social entrepreneurs in Bangladesh and India from Ashoka Foundation), a detail list of 52 female social business entrepreneurs has provided with the information of home country, owners names, areas of expertise, and details of social media and digital platforms they utilize. Moreover, the link of the websites has been provided for further clarification.

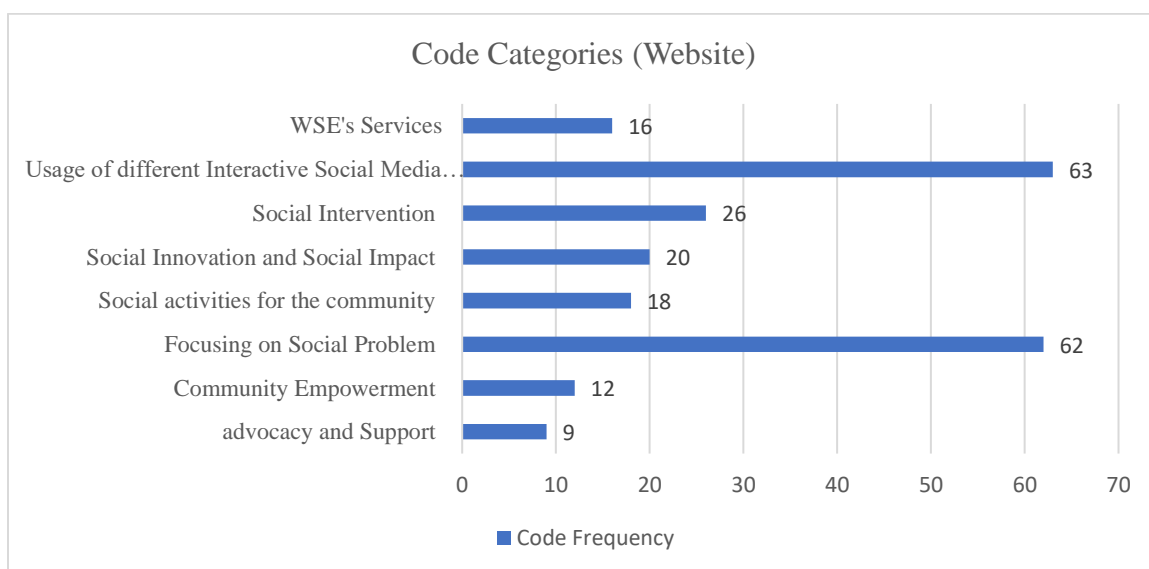


Figure 11. Code Categories Developed from Websites

After these websites were inductively coded, all codes were grouped and placed under a few common themes. Appendix IX shows a full list of inductive coding, after grouping them we got eight categories. Figure 11 demonstrates eight categories of codes from websites and these categories are (i) websites of social business, (ii) services provided on websites, (iii) social problems, (iv) social intervention, (v) social innovation and social impact, (vi) advocacy and support, (vi) social activities for the community and, (vii) empowering community. These categories were funneled further under three themes. The home page, about, stories, programs, and social impact page were all inspected for coding purposes before being added to the coding list. The developed themes are

- a. Category of social services on Websites
- b. The social problem, social innovation, and social intervention
- c. Empowering the community through social activities, advocacy, and support

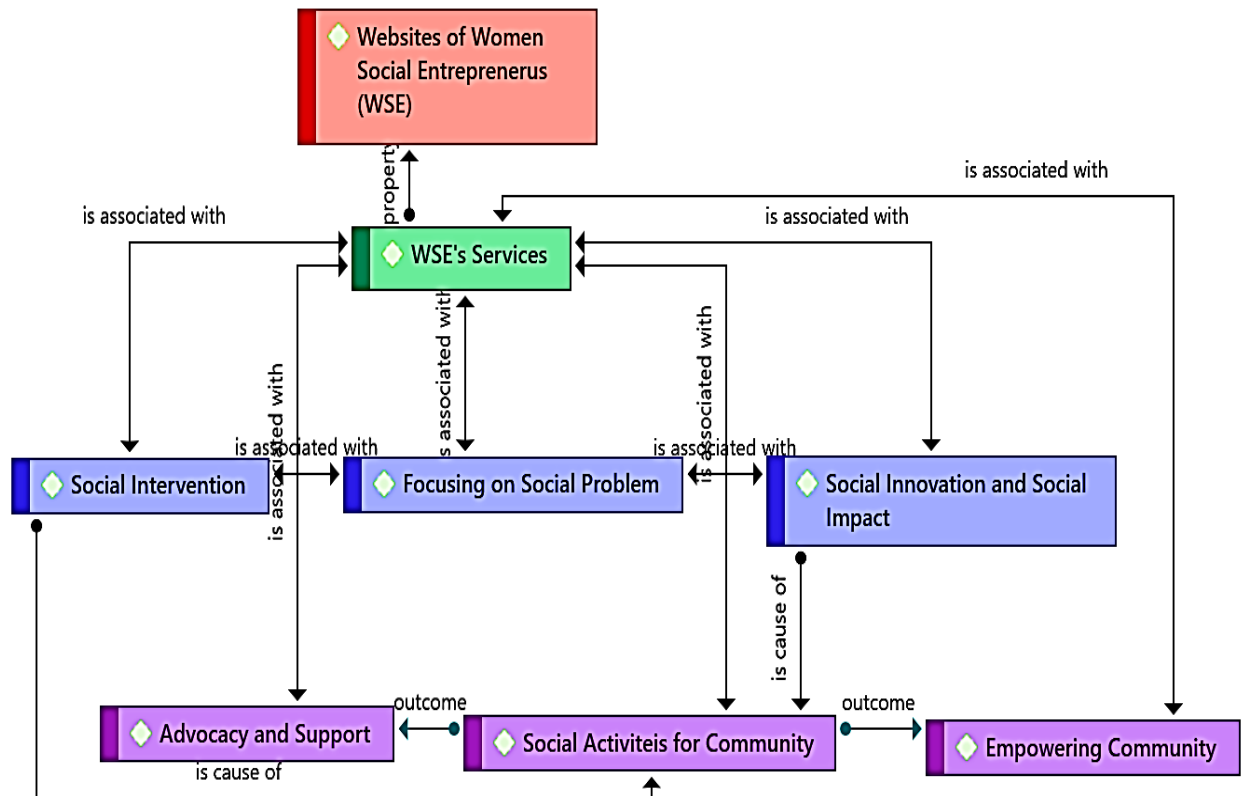


Figure 12. Network of the components found on Websites of Women Social Entrepreneurs

Figure 12 is projecting how these categories are associated with each other and creates a network diagram for groups. WSE's services are associated with focusing on societal problems and implementing intervention programs by social innovation that also impact the community. As a result, community gets benefitted through the continuous endeavours of social businesses owned by women that fruitfully empower the community and disadvantaged people.

5.2 Findings from the Review of the Website of Women Social Entrepreneurs

Author observed the studied sample of women social entrepreneurs (52 websites) and found that all those businesses have a website; some are very lucrative, provide detailed information, are interactive, and are easy to comprehend about the activities of social entrepreneurs. However, some websites are not up to date, do not contain enough business information and have no link of social media platforms. Still, we can find their activities and develop an idea from the information they provide on the website.

5.2.1 Websites of Women Social Entrepreneurs

Most of the websites are interactive and have some standard features for users. Different items were coded for essential information so that if an unaware user uses the website, that person can delve into and have the basic idea if she wants to interact with social business further. Website content was coded 63 times across different social businesses and found that the website contains the link to social media through which social entrepreneurs directly interact with the audience. The different combinations of social media that social entrepreneurs use are given in table no. 9.

Table 9. Different Combination of the Uses of Social Media Platforms

No.	Social Media Platform	Social Entrepreneurship in Bangladesh	Social Entrepreneurship in India
1	Facebook	Acid Survivor Foundation Nari Uddug Kendra (NUK)	Gurukula Botanical Sanctuary (GBS), Ruchika Social Service Organization, Wildlife Protection Society of India
2	Facebook, Instagram, LinkedIn,		Majlis
3	Facebook, Instagram, LinkedIn, Twitter		Manas Foundation, Pravah, Stree mukti sanghatana, Tala, The Banyan

4	Facebook, Instagram, Pinterest, Twitter	Phulki	
5	Facebook, Instagram, Twitter, YouTube		Doorstep School (DS), Kathalaya Academy of Stories, Swayam, The Red Door, Ummeed, V-Care Foundation, Vicharata Samuday Samarthan Manch (De-notified Tribes Collective Platform)
6	Facebook, WhatsApp		SETU
7	Facebook, Instagram, WhatsApp, YouTube		Sahayam
8	Facebook, Instagram, Twitter, LinkedIn, YouTube, Spotify		The Youth Parliament Foundation (TYPF)
9	Facebook, Instagram, Tumblr, Twitter, YouTube	Association for Community (ACD)	
10	Facebook, Instagram, Kooapp, LinkedIn, Twitter, YouTube		Childline India Foundation
11	Instagram, LinkedIn, Twitter, TedTalks		Blank Noise
12	Instagram, LinkedIn, Twitter		Conserve India
13	Facebook, LinkedIn	PFDA Vocational Training Centre	
14	Facebook, LinkedIn, Twitter, YouTube	Shakti Foundation	BarrierBreak
15	Facebook, Twitter		AMBA, Impulse Social Enterprises (ISE), Nishitha
16	Facebook, Twitter, and YouTube	Awaj Foundation	Adhyayan, Anjali,
17	Facebook, Instagram, Twitter,		Bapu Trust
18	Blog, Facebook, Twitter, YouTube,		Kolkata Sanved
19	Blog, Facebook, Instagram, Twitter, YouTube,		Arogya World, Ecosphere
20	Facebook, Instagram, Twitter, LinkedIn, YouTube	Friendship	Dignity Foundation, EKAM, Masoom, Protsahan India Foundation
21	Facebook, YouTube	Subrata Trust, TMSS Medical College	The Asha Foundation
22	Facebook, YouTube, LinkedIn	Bangladesh Institute of Planners (BIP)	

Table 9 illustrates different platforms of social media used by social entrepreneurs. However, it has also been found that 'Elgar Pratishtahan' and 'The digital study hall' are not using any social media platform except website-one sided platform. On the different websites, it has been seen that Google+ was

also used as virtual communication; however, this platform became obsolete in April 2019 (Google , 2019); as a result, this platform has been deducted for further inquiry.

The website also features additional regular material, including a fundraising campaign and accepting donations/donation requests from other nations. Publications, client testimonials, news about upcoming exhibitions, and details on workshops, seminars, and training sessions are some regular content on the website. Most social enterprises are transparent about their practices and how they operate their business. They release progress reports yearly, biennial, monthly, and as frequently as needed for the public. Additionally, a regular newsletter, research report, brochure, and other reports with free information are posted on the website to raise awareness and keep visitors informed about forthcoming and existing initiatives. Testimonials are an inseparable part of the social business published on the website. Customers, community members, and victims of violence frequently recognize the value of social entrepreneurship in their lives. Every social company generally spreads social consciousness through its most recent operations or by consistently sharing the phenomena of current issues.

5.2.2 Services to the Community

Along with this website content, women's social entrepreneurship provides diversified services to their community. These services can be categorized in several ways.

Use of donor funds

With the help of friends, partners, sponsors, and private donors, social enterprises help and support the local community to enhance their quality of life. These funds are provided based on trust, commitment, and understanding of the social business. Without a continuous source of funds, many organizations perform poorly toward society; hence donations from the national and international arena effectively revive their activities. *Friendship NGOs* in Bangladesh accept donations from partner countries such as Belgium, France, Luxembourg, Netherlands, the United Kingdom, the USA, and other European and American countries; the minimum donation range is 30 in any currency, and the maximum range can be more than 100 (Friendship , Donate, 2022). Along with many other organizations, *the Acid*

Survivors Foundation (ACF) gets generous donations from adorable followers, activists from abroad, and local communities in Bangladesh (Facebook: Acid Survivors Foundation, 2022).

Loan/microfinance

Many social entrepreneurs provide microfinance or loan to the community to meet their monetary exigent. *Association for community development in Bangladesh (ACDB)* started the microfinance program in 1993 and covered the Northern part of Bangladesh for sustainable development. They emphasize destitute people and prioritize based on necessity. Various microcredits such as rural, microenterprise, agricultural, seasonal, and ultra-poor funds are offered to the community (Association for community development, 2022).

Shakti Foundation provides microfinance to the disadvantaged and ultra-poor women in Bangladesh and empowers and supports them economically and socially. This organization also provides loans to small and medium enterprises free of interest without any hassle (Shakti, About us: Microfinance, 2012).

Tala (India) is digital financial support provided to the people of India, Kenya, Mexico, and the Philippines. Tala has more than six million customers under Tala's finance umbrella. If someone in this region wants to grow their business and explore their opportunities in different fields, Tala is there to support their ideas with financial means (Tala, 2022).

The TMSS (Bangladesh) began offering health services in 1990. The health sector's initial engagement was restricted to providing primary healthcare; however, it eventually expanded to include secondary healthcare, medical education, and other health-related services for the rural poor, particularly women and children. The Micro-Credit package scheme that included HEALTH, EDUCATION, AND MICRO-FINANCE originally envisioned paying attention to the idea of health services (HEM) (TMSS Medical College , 2022).

Training and Workshop

Social entrepreneurship carefully executes various types of workshops, training programs, and vocational training programs that not only benefit the community but also improve the skill set and

capabilities of the professionals in their respective fields. Table 10 contains training dimensions offered by social enterprises to develop the soft and hard skills of the community people and learners. Most of the social businesses offer multipurpose training and workshop programs for targeted communities. These programs are tailored based on the necessity to enhance personal and work-related development. Through these initiatives people can build their confidence through enriching skills that promote them to be an inclusive member of society, become equal and develop the sense to fight for their rights.

Social businesses not only focus on the general audiences, however, also focuses on target audiences. Such a children, youth, women, parents, and disadvantages communities so that through the training program they become aware of the societal issues and move toward the developments instead of being vulnerable and dependent on someone else. This type of investment by social business brings long-term positive impact for society.

Table 10. List of different types of the training program offered by Social Entrepreneurs

No.	Social Enterprise	Types of training
Bangladesh		
1	Awaj Foundation	Train on garment workers' rights and responsibilities, Workshop on capacity building Gender-based training (Awaj Foundation , Our Story , 2022)
2	ACD	Skill-based training Vocational and technical training (Association for community development, 2022)
3	Bangladesh Institute of Planners	Sponsors training, Workshop on safe, secure, sustainable building, a professional training workshop on Building construction 1996 (Bangladesh Institute of planners , 2022).
4	NUK	Training on empowerment of garments workers, health, and sports (NUK, Home, 2022)
5	Phulki	Training for children and parents (Phulki, About us, 2022)
6	Shakti	Skill-based training (Shakti, About us, 2012)
India		
7	Childline	Training on child development, education, and mental health (Childline, 2022)
8	Bapu Trust	Training on mental health and recovery from trauma training (Bapu Trust , About us, 2020).
9	Kathalayan	Training, mentoring, and coaching to impact behavior in the workplace (Kathalaya, Home, 2022)
10	Majlis	Training on rights, youth development, legal aid, and sexual harassment prevention in the workplace (Majlis, 2022)

11	Wildlife Protection Society of India (WPSI)	Training on the protection of wildlife and natural inhabitant (WPSI, 2022)
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5.2.3 Social problem, social innovation, and social intervention

Due to the intricate nature of the social problem, which is complex to resolve, social entrepreneurship addresses the social problems for instance, poverty, gender discrimination, human rights, infirmity, illiteracy, environmental destruction, and makes life worth living for many disadvantaged people (Bornstein and Susan, 2010; Mai and Bui, 2015). However, the focal point of women social entrepreneurs has been solving societal problems through social innovation. This type of business always targets social problems and intervenes through different programs and projects. Women entrepreneurs in Bangladesh and India also devote themselves to bringing change to society through their activities.

Focusing on Societal Problems

Table 11 summarizes the issues and critical areas on which women social entrepreneurs in Bangladesh and India are focusing their efforts. It has been noted from the codebook that social concerns have surfaced 62 times across various social businesses under various categories. These issues are divided into many levels, including those that pertain to the environment, climate change, health, education, poverty alleviation, youth and women empowerment, and other critical sectors.

Table 11. Social problem and focus areas of women social entrepreneurs

No.	Problem and focus areas	Bangladesh	India
1.	Women	Awaj Foundation, Association for community development, PFDA Vocational Training Centre Trust, NUK	Majlis, Nishitha, Protsahan India Foundation, Stree mukti sanghatana
	Children	Association for community development in Bangladesh (ACDB)	Childline India Foundation, Doorstep School, Ruchika Social Service Organization, EKAM foundation, Phulki, SNEHA, Protsahan
	Youth	PFDA Vocational Training Centre	The Youth Parliament Foundation (TYPF), Ummeed, Pravah
	Women empowerment	Association for community development, Nari Uddug Kendra (NUK), Shakti Foundation	Kolkata Sanved, Nishitha, Stree mukti sanghatana, Swayam

2.	Affordable Housing facilities	Bangladesh Institute of Planners	
3.	Accessible financial service, Microfinance	Shakti Foundation, TMSS Medical College, Association for community development	Tala
4.	Health and medical care	Friendship, Phulki, Shakti Foundation, Subrata Trust, TMSS Medical College, NUK, Subarta	AMBA, Arogya World, EKAM foundation, Ruchika Social Service Organization, SETU, SNEHA, The Asha Foundation, Ummeed, V-Care Foundation
5.	Mental health		Anjali, Bapu Trust, Kolkata Sanved, Manas Foundation, Ruchika Social Service Organization, Sahayam, SNEHA, The Banyan, The Red Door
6.	Development of versatile communities/Community empowerment	ACD, Awaj, Friendship, Nuk, Shakti Foundation, NUK Phulki	AMBA, Shamrik Elgar (The Worker's Push), Impulse Social Enterprises, Ecosphere, The Asha Foundation, The Banyan, Samuday Samarthan Manch (De-notified Tribes Collective Platform)
7.	Human rights and social welfare	PFDA Vocational Training Centre, Association for community development in Bangladesh (ACD)	Swayam, Majlis
	Poverty reduction	Friendship, NUK	Ruchika Social Services Organization (RSSO), Protsahan
8.	Sustainability SDGs ¹ Sustainable Economic Development	Association for community development (solar power-renewable energy), BIP, PFDA Vocational Training Centre, Friendship NGO	Impulse Social Enterprises, Ecosphere
9.	Senior Citizens	Subarta Trust	Dignity Foundation
10.	Education and training	Awaj, Shakti, ACD, Friendship, Nuk Phulki, TMSS Medical College, PFDA Vocational Training Centre, BIP,	Adhyayan, AMBA, Bapu Trust, Doorstep School, Kathalaya: Academy of Stories, Majlis, Masoom, Pravah, Ruchika Social Service Organization, Swayam, The Digital Study Hall, WPSI
11.	Wildlife and environment protection		Conserve India, Gurukula Botanical Sanctuary, Ecosphere, WPSI
	Climate	Friendship	
	Sustainable tourism		Ecosphere
12.	Social awareness and prevention (against violence)	Acid survivors' foundation Friendship, PFDA Vocational Training Centre Trust	Arogya World, BarrierBreak, Stree Mukti Sanghatana, Majlis,
	Social awareness		The Banyan, Ummeed, Majlis, Ruchita

¹ Websites of these mentioned social organization do not clearly specify the Sustainable Development Goals, instead, they mentioned that they are working for eradicating poverty and hunger (ACD), promoting good health and well-being (ACD, Friendship, PFDA), quality education (ACD, Friendship), gender equality (ACD), affordable clean energy, sustainable cities and communities (BIP, Friendship, ISEE) and prompting climate action (ACD).

	Elimination of discrimination, end victim blame		BarrierBreak, Blank Noise, Kolkata Sanved, Swayam
13.	Gender justice, Equity, dignity, respect		Ruchika Social Service Organization, Impulse Social Enterprises, Kolkata Sanved, Nishitha, Stree mukti sanghatana, Swayam, The Banyan, The Red Door, Samuday Samarthan Manch (De-notified Tribes Collective Platform)

From the table, we can see that each organization is not dealing only with single problem areas but also covering different areas. Such as Friendship (Friendship, Home, 2022) in Bangladesh tackles poverty and climate, saving lives and empowering the community, whereas Majlis in India (Majlis, 2022) targets the problem related to violence against women, creating awareness, working for legal rights, and community development. Thus, women social entrepreneurs are alert to the ongoing problems and relentlessly bring change to the community and country.

Social Innovation and Social Intervention

Each organization driven by social purpose delivers various programs to enrich the focus group. These intense programs or projects depend on the community's demand and the trajectory of the problem. In addition, innovation is an inextricable part that changes the route of work or process, brings different dimensions, and adds value to the final service. Explicitly or implicitly, most organizations are involved in the innovation process. Here are some cases where social entrepreneurs are engaged in an innovative process to have an idea of their work.

I. Bangladesh

Bangladesh Institute of Planners (BIP): For sustainable urban management, BIP has integrated an innovation plan for safe and sustainable buildings. This organization collaborates with different educational institutions and trains government faculties and institutions to transfer their ideas for design and construction. As part of innovation, BIP also promotes the art, science, practice, and business of physical planning in all its branches, establishes and upholds a professional code of ethics, encourages planning research, counsels governments and other organizations on planning and development control

issues, provides guidance to planning schools, and exchanges professional ideas with other related organizations (Bangladesh Institute of Planners , 2022).

Friendship: Friendship has versatile projects that show multiple innovative actions effectively. Friendship began as a farmer's club in January 2020, and since then, the initiative has been a big success. Agriculture is synonymous with adaptability and ongoing innovation in the club. Members of the Friendship Farmer's Club (FFC) gather twice a month to exchange knowledge and ideas for dealing with everyday challenges, including pests and weather-related issues. In addition, they interchange concepts for fresh goods. Through programs like the "ACI Deepto Krishi Awards 2022," farmers who are inspired by innovation and prosperity have also been recognized for their most outstanding efforts.

FFC states, "We essentially link the farmers to each other and government services that they would otherwise never learn about. Just connecting people makes a world of difference" (Husein , 2022).

Nuk: The long-term goal of NUK is to empower women and girls by educating them about their rights, preparing them to act as a group, and advancing gender equality via networking, advocacy, and education at the state, society, and local levels. These concepts have been incorporated into NUK's work, and NUK uses them to make strategic decisions regarding the respective activities it will undertake. Moreover, independence, inclusivity, innovation, non-confrontation, creating value, empowerment, and value for money are some guiding concepts of NUK (NUK, Home, n.d.).

PFDA-Vocational Training Centre (PFDA-VTC): This organization has built upon the slogan "Differently Able Not Disable." Therefore, an "Individual Target Plan" with specific vocational training goals is given to each student at PFDA-VTC based on their interests in specific industries, their required specifications, and their current academic level. Using the Curriculum Unit Measurement Operating software from VTC, progress is recorded and reviewed every three months (CUMO). Treatment and training for families and caregivers are also provided in addition to vocational training.

In a process including the student, employers, family members, and educators, PFDA-VTC pairs students with jobs when they are ready. The employer signs an agreement outlining the terms of employment, pay, benefits, and workplace modifications (Danny, 2021).

Shakti: Shakti works for the socio-economic empowerment of disadvantaged women through social and financial inclusion. They support innovation and provide loans to women for entrepreneurial initiatives, health, and community enrichment. Through Enrichment programs, innovative solutions cooperate to solve different social dilemmas, such as providing education to dropout students from formal education and teaching them from a holistic viewpoint, including culture, morality, skill development, and different aspects of individual development. In addition to that, different medical facilities and treatments are provided to the patients and take the initiative when different types of intervention are needed. Besides that, through skill development, Shakti develops the neighborhood community.

Furthermore, a renewable energy initiative by the Shakti Foundation was started with an eye on Bangladesh's off-grid communities in outlying regions. While promoting correct equipment usage and maintenance, it gives homes the choice of solar energy. Customers may choose a convenient payment option from Shakti tailored to their budgetary needs (Shakti, Enrich , 2012).

Subarta: For aged and disabled persons from various socio-economic backgrounds, Subrata offers high-quality, specialized housing and care services. Thus, channel innovations are crucial to ensure the supply of resources that help to reimagine a new planet for the elderly and those with disabilities. Through resource mobilization, policy campaigning, and behavioral change, this innovation also brings about a systemic shift in how to treat the aging population (Subarta, About us, 2022).

II. India

AMBA: To provide intellectually and socially disabled people with the freedom and dignity they deserve, AMBA seeks to create an environment of learning and employment for them. The AMBA Learning Model trains persons with intellectual disabilities to do back-office data entry activities for industry utilizing cutting-edge teaching approaches and information technology. They work with many groups, support AMBA training, and develop spokespeople. Doing this, they interact with various industries, get contracts for data input, and complete those tasks (AMBA, 2020).

BarrierBreak: People with disabilities are a part of the testing process while using the BarrierBreak People First method. Each team is made up of qualified accessibility experts and testers with

impairments. An accessibility testing business called BarrierBreak thinks that by offering inclusive technologies, technology may open a world of opportunity for persons with impairments. According to BarrierBreak, every firm needs innovation on a strategic level. They have a dedicated interdisciplinary team that is committed to using innovation and new technologies to change the world (BarrierBreak, Home-What we do?, 2022).

Impulse Social Enterprises: The ecosystem of Impulse Social Enterprises has generated a range of products and services through innovation that draws on local knowledge, traditional crafts, natural resources, and indigenous talent while also incorporating cutting-edge design and technology, professional marketing and sales support, and financial aid. With the aid of Impulse, indigenous tribes may employ their traditional skills in ethnic fabric weaving and handcrafted to make a steady income via their artisan brand of clothes and home décor. To support CSR initiatives and specific business endeavors that, in turn, improve the lives of the artisans and tribes we deal with, Impulse draws on its understanding of indigenous tribes and its insights into regional challenges to produce research reports and consultation services. Impulse's money from their research and consulting projects goes back into development programs and supports their mentorship and funding initiatives (Impulse Soical Enterprise, 2020).

Kathalaya: In order to raise awareness of storytelling, Kathalaya employs a distinctive technique that offers a variety of approaches through brief, easily digestible, and practically valuable modules that are relevant to both education and other fields, such as health, corporate communications, diversity and inclusion, career advancement, special needs in education, mental wellness, emotional wisdom, and so forth. They create an atmosphere according to the story based on the internal faith and strength of the storyteller that works to transport values to the audience (Kathalaya, Workshops & Webinars, 2022).

Manas: Manas is a national civil society organization working on the issues of mental health and gender justice for the past two decades. Their work entails embedding mental health within private and public institutions to create accessible and affordable mental health services for the most vulnerable. Moreover, the Gender justice program is envisioned to create safer public spaces for women by engaging public transport drivers across the country. All these concerns are being implemented through innovations

of Manas, namely BridgeIT, Figure IT, and Learn IT, that transfer services to the community with unique solutions (Manas Foundation, 2022).

Pravah: Fears and worries have arisen due to declining work possibilities, a decreasing prominence of youth voices in mainstream discourse, and established rules and power struggles in occupied places. Youth, therefore, experience social, economic, and psychological marginalization. Four places for young people have been "legitimized" by Pravah as a society: family, friends, a profession, or education relevant to a career and free time. A fifth place, where young people need to feel in power, heard and engaged for their own sake, exists on the fringes. Youth find themselves in the fifth space by taking part in social activity. According to Pravah, the 5th space must be repositioned as a place that emphasizes youth self-transformation just as much as society's development via them (Pravah, 2020).

Ruchika Social Service Organization (RSSO): According to RSSO, the strategy to help children out of this situation is to be sure that their time is used productively for learning and to give them the tools they need for a successful future. This is done by boosting their self-esteem in ways that bring happiness and love into their young lives. RSSO has committed to the principle that schools should come to children if they cannot get to them (Ruchika Social Services Organization, 2022).

Protsahan: Protsahan adopts innovation through the combination of art and technology. At the same time, education abused children or children suffering from the nightmare of adversity and violence and lost in memory lane. In addition to that, Health and Gender Justice are also taught with the help of the same innovative approach they have adopted to empower abused children (Protsahan, 2020).

Sneha: To promote the health of disadvantaged urban women and children, Sneha develops reproducible, evidence-based solutions in collaboration with local communities, governments, and healthcare systems. Sneha has a data-driven, technologically supported approach to programming that involves all stages of life, from pregnancy to adulthood, and all their treatments are supported by research. Monitoring and evaluation teams are in-house qualitative and quantitative research teams that analyze all data and examine the progress and effects of interventions (Sneha, 2022).

Tala: Tala created a brand-new credit infrastructure using cutting-edge data science and machine learning. Anyone with an Android smartphone may submit a loan application, receive an immediate decision, and have money sent into their account. To assist customers in managing their finances and pursuing their objectives, Tala has created several innovative solutions that give them access to global people to participate in the formal financial sector. The range of loans is \$10 to \$500, with merely a 4% interest rate that can be taken even if a person has no credit history (Tala, About, 2022).

Social entrepreneurs are changing their society by solving different dimensional problems through innovation. Social intervention is the medium of implementing different action plans by taking initiatives, programs, and projects. Usually, social entrepreneurs collaborate with their national and international partners and private and public institutions to alleviate unfavorable conditions by transferring skills, education, health and medical service, finance, legal support, and so on. Many entrepreneurs are working with the government to mobilize resources, policy advocacy, and review the milestones on sustainable development. Atlas.ti 22 codebook found 26 relevant codes across different websites and the program for intervention. Appendix-V shows different programs and projects developed for the targeted audience to ameliorate their adverse situation. These enlisted programs and projects both in Bangladesh and India have changed the scenario of local communities and pushed them to move forward with their lives with prosperity.

5.2.4 Empowering the Community Through Social Activities, Advocacy, and Support

A. Support system and advocacy

To empower the community and different target groups, women social entrepreneurs are engaging themselves to serve the community in different ways that have already been discussed. Along with different services, social entrepreneurs support the community through regular activities that are sometimes considered as responding to any emergency. Such as, Childline in India immediately respond when it gets any emergency call to rescue a child victim; these calls are managed by trained professionals who are extremely expert in handling sensitive calls. Daily, nearly a million calls are received from

different parts of the country, and this is a toll-free call supported by a nodal agency of the Union Ministry of Women and Child Development (Childline, 2022).

In addition, it has been seen that women social entrepreneurs are responding to the unprecedented pandemic and crisis moments vigorously. They were creating awareness about pandemics such as COVID-19 and informing people about tackling the virus with supportive strategies. Strategies and awareness programs were disclosed to support the community and manage the crisis well-manner. Even volunteering for the community to save lives and provide health, medicine, and food in the flooded area in Bangladesh, many social entrepreneurs stepped forward and collaborated with the government to support the disastrous community. From the cases of social entrepreneurship, Shakti Foundation, Friendship, and Phulki did an excellent job in odd situations.

Social entrepreneurs work at a hectic pace to support their community whenever needed. To support the community, they are advocating for communities, administration, and different organizations to have an impactful social change. Here, advocacy refers to a course of action that supports communities, pushes different authorities, justifies issues, and defends or counsels for a position on account of others. Social entrepreneurs in Bangladesh and India support the communities and deprived groups with constant advocacy and advocacy programs. From 52 websites, it has been observed that most social entrepreneurs advocate different social issues. Here are some common advocacy programs that are monitored by women social entrepreneurs.

Advocacy for mandating labor law/ rights: Awaj foundation continuously works to correct the labor law and intervene in policy at the organizational and national levels. In addition to that, they make garment workers aware of labor laws and rights when labor rights are violated. Awaj helps garments worker fight for their rights, engage them in public discourse and support them technically and financially. They are not done with their work within the national boundary; they are even monitoring how migrant workers in garment sectors are included and getting proper treatment under that country's national and international law. Awaj foundation has already supported more than 740,000 workers in a significant industrial cluster in Bangladesh (Awaj Foundation, Our Story, 2022).

Gender equality and human rights: The focal areas of NUK are gender equality, human rights, and empowering women in a political and personal atmosphere. As a result, NUK is involved in advocacy and working to develop human rights for women by systematizing the rules in different organizations to provide enough capacity and networking for continuous support to women (NUK, 2022).

Alike Awaj and NUK, Majlis in India also help the community to inform the legal rights and counsels the support system by disclosing rights and laws to the community through different programs so that victims can fight for their right without any deficiency of legal knowledge. Through proper advocacy, the lawyers in Majlis ensure the protection and promotion of women's and children's rights, including other protocols and safety guidelines (Majlis, 2022).

Advocacy for mandating current infrastructure: Dignity foundation in India (Dignity Foundation, 2021) and Subarta in Bangladesh (Subarta, 2022) are persistently contributing to advocacy and political action so that proper infrastructure for the elderly population can be developed that can give them access to physically challenged older people. Besides that, ongoing dialogue to support the elderly with financial assistance and awareness about elder abuse that segregates older citizens from family members is becoming a core advocacy issue for the Dignity foundation. These core values are inseparable from the values of equality, simplicity, positive thinking, self-belief, and perseverance.

Advocacy at the different policy-making levels: The Association of community development (ACD) in Bangladesh is engaging in three-level advocacies, lobbying, and networking. When involved in community-level advocacy, the grassroots agenda becomes more focused, where they develop their program to create awareness of different social issues. At the second layer, ACD focused on district-level advocacy and implemented their ideas for local government, NGOs, media, and other agencies to support survivors such as women and children for accessing public services and support. Finally, the national level of advocacy subsumes research work that searches for how inappropriate laws and policies prohibit sufferers from human rights. Based on research and public discourse, reform of laws and regulations are proposed and pushed to correct them for positive changes. ACB's practical approach to change the

legislation and tireless lobbying with higher authorities and policymakers brought societal changes that can support the community (Association for community development, 2022).

Advocacy for the inclusion of mentally disabled people in society: Bapu Trust initiated many inclusion programs that enabled people with mental health issues and psycho-social disabilities to lead life independently and autonomously. These programs offer modular interventions that, by presenting options, also take care of a matrix of psychological requirements. This institution always advocates bringing change in structure, society, and legal and policy-driven environment so that people with mental disabilities can fit without barriers to any environment (Bapu Trust, 2020).

Alike Bapu Trust and The Red Door, Anjali's continuous advocacy and support system showed the path to the patients who are mentally ill and psychologically disabled. Through their multipurpose programs and advocacy in different illness stages, Anjali brought many patients back to everyday life. Partnering with the government, Anjali is ceaselessly advocating for poor and middle-class mentally challenged and ill people and creating awareness of mental rights (Anjali, About us, 2020).

Advocacy for education and health: Adhyayan in India believes that learning can take place anywhere, it should not be restricted to the school area, but a good school can even be under a tree for children, adolescents, and adults. This organization also advocates for including everyone in the learning process with proper collaboration with partners (Adhyayan, n.d.).

The digital study hall (DSH), as well as the belief that knowledge can be disseminated without a classroom platform; as a result, involved grassroots teachers in recording their learning lessons and digitally transferring them to poor students who have derailed formal education. DHS uses local instructors who actively "mediate" the video courses to motivate educators and teachers to develop educational techniques. DSH wants to assist in teacher training and provide poor kids with high-quality teaching by capturing a "viral phenomenon" of community involvement. Experts in technology and education worked together to create the initiative (The digital study hall, 2012).

Advocacy for the protection of wildlife and climate: Through different conferences and workshops Wildlife Protection Society of India (WPSI) is endlessly advocating the government and non-

government parties to develop new strategies for disaster relief and recovery, ZooCheck work in Asia, Stray animal management, rescue center operation and so on that are accommodative to wildlife. The hands-on workshop series focuses on methods, strategies, and solutions for animal advocacy and conservation workers in Asia to help bring change, yet advocacy is a continuous process to fulfill the targeted goal of WPSI (WPSI, 2022).

The movement of Friendship Bangladesh is very awaking because Bangladesh is a flood-prone country due to change in the climate, and the people of riverain areas are facing challenges to accommodate this shift because of flood many things change-from home to farming. Therefore, Friendship advocates for the community to adapt to climate change and respond immediately to escape the poverty trap. They advocate for reforestation, proper compatible infrastructure development, green energy, climate adaptive agriculture techniques, and so on (Friendship, 2022).

B. Collaboration With Partners

Social entrepreneurs are diligently working to build confidence in children, youth, women, and community members living in destitute conditions or deprived of social facilities because of disability. Significantly it is intricate to develop confidence in the person who dealt with harassment, violence, and abusive situations. To give them a normal life, the entrepreneur produces multidimensional programs and builds support systems for health, medicine, education, rehabilitation centers, and other projects to empower the community. Sometimes it is hard to work alone while empowering the community; as a result, women social entrepreneurs collaborate with their national and international partners to build a sustainable, holistic, and integrated support system. The government and private sectors also bond with social entrepreneurs to develop the community.

Here are a few examples of the nature of partnership and how social entrepreneurs collaborate to empower a community. On average, it has been found that women social entrepreneurs are making partnerships with the government, local institutions, and international organizations to intervene in social issues to bring changes. The partnership they are making depends on the focus area of social problems; some women entrepreneurs have been seen focusing on diversified areas, whereas some are found

focusing on single areas but working intensely and sophisticatedly for sustainable changes in the community.

Table 12 includes lists of local, national, and international partners that uninterruptedly are collaborating with social business to bring the synergic impact in local and national level.

Table 12. Collaboration with partners to empower the community

No.	Social Entrepreneurship	Partners
1	Acid Survivors Foundation	<p>Local institution: Interburns, Brac, Dhaka Medical College, Shadhin 92.4, Timerman group</p> <p>International Institutional Donors (UKaid, High Commission of India, European Commission, Australian Government, Australian aid, and more)</p> <p>National Corporate Donors (Mutual Trust Bank Ltd., GMS Textiles Ltd., Energypac, United Finance, New Asia Group)</p>
2	Friendship	<p>National: Government of Bangladesh</p> <p>International: Luxembourg, Netherlands, UK, France, Belgium</p>
3	Subarta	<p>National: The Structural Engineers Ltd. (SEL), First Security Islami Bank, Nuvista Pharma Ltd., Green Life Medical College, Enam Medical College, Nuvista Pharma Ltd., and others</p>
4	EKAM	<p>Corporate partners: NTTDATA, United Way of Chennai, Bosch, HCL, TVS, and CF</p> <p>NGO partners: EKAMUSA, EKAM Canada, EKAM UK, YouSee, Sewa, UNICEF, Give India</p> <p>Government Organizations: Government of Andhra Pradesh, National Health Mission, IMNCI, Government of Tamil Nadu, Government of Telangana</p>
5	Masoom	<p>Government partners: The State Government of Maharashtra Skill Development Council of Maharashtra, Study Group</p> <p>Financial partners: Ajuntament de Barcelona</p>
6	Majlis	<p>National Institution: Azim Premji Foundation, give India, GMSP foundation, Akanksha</p>
7	The digital study hall	<p>National and international institutions: Study Hall Education Foundation, SEWA School, Gangaganj School- Lucknow, Soft-Ed, Dhaka (Bangladesh), District Institutes for Educational Training, UP, and others.</p>
8	WPSI	<p>National and international: All for Nature, American Himalayan Foundation, CAF America, The fund for the tiger, and many more</p>

(Source: Acid Survivors Foundation, 2022; Friendship, Home, 2022; Subarta, 2022; EKAM Foundation, 2018; Masoom, n.d.; Majlis, 2022; Digital Study Hall, 2012; WPSI, 2022).

C. Empowering Community

By all means, the endeavor and devotion to change the societal problems besides doing business are inherited parts of social business. Moreover, the social impact becomes visible when people become empowered and regain their confidence to lead a normal life with or without support. Social business has reached a vast target audience; in some cases, more than a million have provided support and services through mental enrichment, skill development, legal aid, proper justice, and policy implementation. This is how social businesses measure the impact on society and empower the community.

Table 13. Empowering community through initiatives

No.	Social Entrepreneurship	Empowerment
1	Adhayan	Creating affluent professional learning communities
2	Association for community development	Employment opportunity, Gender and social justice
3	Acid Survivors Foundation	Empowering through justice, treatment, and help to lead a life with dignity
4	BreakingBarriers	Ensuring independent living by accessing technology
5	Phulki	In-house training program for women and extending training program with partners.
6	Blank Noise	Empowering through international female leadership and mentorship and supporting them with global funds.
7	Sanved	Empowering lives through dance movements therapy (mental health treatment)
8	Shakti	Providing financial and social support from Shakti and other partner organizations
9	VSSM	Employment opportunities for tribal people in government and non-government organizations.

5.3 Summary of the Review of the Websites of Women Social Entrepreneurs

Women social entrepreneurs are solving societal problems, not merely looking at problems per se but from different angles; they interpret them and innovatively design programs for sustainable solutions. They actively work with national and international organizations and collaborate with government and non-government organizations to intervene in problems. Various activities, programs, projects, and support systems heal victims' mental and physical wounds, make the community solvent, educate and healthy, and enable them to access the right legislative services that inevitably empower the community.

CHAPTER 6

RESULTS AND FINDINGS: THE REVIEW OF THE RELATIONSHIPS BETWEEN WOMEN SOCIAL ENTREPRENEURS AND SOCIAL MEDIA PLATFORMS

This chapter contains how women social entrepreneurs use social media platforms for general and social business purposes. This study includes 52 women social entrepreneur cases from Bangladesh and India and 44 active social media platforms to explore how social business activities are reflecting on social media platforms. The author has selected social media platforms such as Facebook, Twitter, and LinkedIn. It has been observed that they are using more than a single social media platform for their business. Appendix III shows different social media platforms used by the social business that were given on the home page or contact address of the website.

6.1 Analysis from the Observation of Social Media Platforms

After observing each link of the social media platform from the website, we found that most social businesses use at least one of the social media platforms (Appendix IV) or more than a single social media platform for their venture. Among the 52 social business, a total of 44 social businesses with active social media platforms, 10 from Bangladesh and 34 from India have been selected. We set different time frames for the research to observe the activity. Social media uses for business purposes were examined from January 2018 to August 2022, while the same platform uses for the social business purpose were analyzed from 2020 to 2022. Since social business initiates various long-term and short-term programs and whether some programs are continuous and some are expired, after checking their intervention programs, innovative activities, and different service this time frame may help to delve deeper to find the research answer. In addition, if any social media platform was inactive for a long time, that platform was discarded from the study.

Table 14. Number of Website and Active Social Media Platforms

Country	Websites	Active Social media Platforms		
		Facebook	Twitter	LinkedIn
Bangladesh	12	10	3	5
India	40	32	15	26
Total	52	42	18	31

Table 14 demonstrates a total number of websites and active social media platforms. Furthermore, these 44 social media cases were coded for analysis based on developed codes from systematic literature reviews and websites. Moreover, social media platforms have been chronologically chosen based on the audience or follower numbers. Finally, either of the platforms, such as Facebook vs. LinkedIn, LinkedIn vs. Twitter, or Twitter vs. Facebook, have been compared. In some social business cases, it has been observed that some are highly active only on a single platform, and this activity also has been considered a research study.

Table 15. Frequency of the uses of different social media Platforms

No	Frequency of activity	Facebook	Twitter	LinkedIn
1	High activity (several times a day)	ACD Friendship PFDA Sakti Adhyayan.Asia Barrierbreak Childline India Foundation Pravah Mittal Patel (Vicharata Samuday Samarthan Manch)	Jasmeen Patheja (Blank Noise) Mittal Patel (Vicharata Samuday Samarthan Manch)	PFDA Adhyayan.Asia Pravah
2	Daily	BIP Friendship PFDA Adhyayan.Asia Barrierbreak Childline India Foundation SNEHA Tala The YP Foundation Ummeed V care Foundation Mittal Patel Wildlife Protection Society of India (WPSI)		PFDA Adhyayan.Asia SNEHA The YP Foundation

3	Frequently (Several posts in a month)	Awaj Foundation ASF ACD BIP TMSS Medical College Anjali Ekam Foundation Kathalaya Kolkata Sanved Manas Foundation Masoom Pravah Protsahan India Foundation SETU SNEHA Stree Mukti Sanghatana Swayam Tala The Banyan The Red Door The YP Foundation Ummeed V care Foundation Wildlife Protection Society of India (WPSI)	Awaj Foundation ASF Anjali Jasmeen Patheja (Blank Noise) Childline India Foundation Kathalaya Kolkata Sanved Manas Foundation Masoom Spiti Ecosphere Swayam Tala The Red Door Ummeed V care Foundation	Friendship BarrierBreak Jasmeen Patheja (Blank Noise) Ekam Foundation Protsahan India Foundation, SNEHA Spiti Ecosphere Stree Mukti - Sanghatana
4	Monthly			BIP Friendship Sakti
5	Infrequent but active	Sakti Arogya World AMBA Bapu Trust Dignity Foundation Gurukula Botanical Sanctuary Impulse Social Enterprises Majlis Law The Asha Foundation		Dignity Foundation
6	Seldom	Phulki Subarta Door Step School		The Banyan
7	Agenda/Program-oriented post	TMSS Medical College Gurukula Botanical Sanctuary Swayam	Swayam	

Source: Autor's own

Table 15 illustrates the frequency of use of three social media platforms by women-owned social entrepreneurs. This table portrays the combination of different modes of social media. Some businesses utilize social media as a highly dynamic platform where they post information several times daily, whereas many businesses prefer to update information daily. Most businesses opt for frequent uses where they post information more than several times a month, such as 4-18 times a month. Infrequent but active

users are those who use social media sites infrequently, such as once a month or twice a month, or active very recently but have been inactive the past few months. They are showing their presence based on their business activities. Some social businesses rarely use social media, such as twice or thrice a year, or even more dormant but share their post once a year. Agenda and program-oriented posts denote that, along with the frequency of use, some businesses only focus on sharing information based on their arranged program, meeting, and agenda. This table says a mixture of frequencies, such as BarrierBreak is highly active on Facebook and posts several times a day. This social business shares information almost daily; however, BarrierBreak has been using a LinkedIn platform frequently.

However, the use pattern of social media does not assure that low frequency hampers the business and social intention. Instead of that, the subject of the post on social media is essential for social business. Since we have observed that social media platforms are not only used for random use but also to fulfill the goal of the business and social intentions, this study posits several aspects of the uses of social media platforms.

6.2 Intersectional Findings from the Observation of Social Media Platforms

The use of social media platforms can be bifurcated into two stems. The first study area is to observe how women social entrepreneurs are using social media platforms for general business purposes, and the second area of study is the uses of social media sites for serving the purpose of social business. This chapter is going to discuss these issues in detail. The intersectional table has portrayed the use of social media platforms by social businesses to serve both general and social business purposes and the magnitude of the use of different social media platforms. Appendices XI and XII show the entire list of the uses of social media platforms for both general and social businesses purpose.

Figure 13 explains the number of codes that were extracted from Atlas.ti 22. This chart is the representation of the combination of the uses of social media for general business activities for social business activities. Bottom three bars represent India and top three bars represents Bangladesh.

Additionally, figure 14 gives us an idea of numerous activities performed on social media platforms. Left

side of map (Atlas.ti 22) shows general business activities such as marketing, networking, business, and right side of the map shows us how women social entrepreneurs perform social business activities on social media platforms.

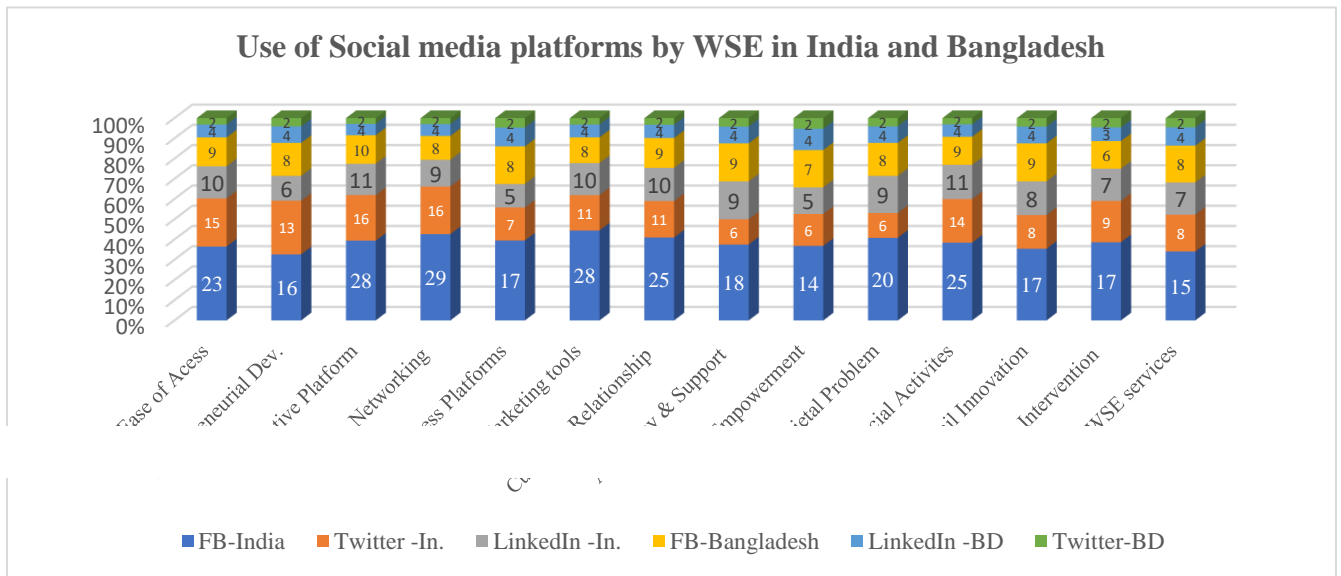


Figure 13. Use of Social media platforms by WSE in India and Bangladesh

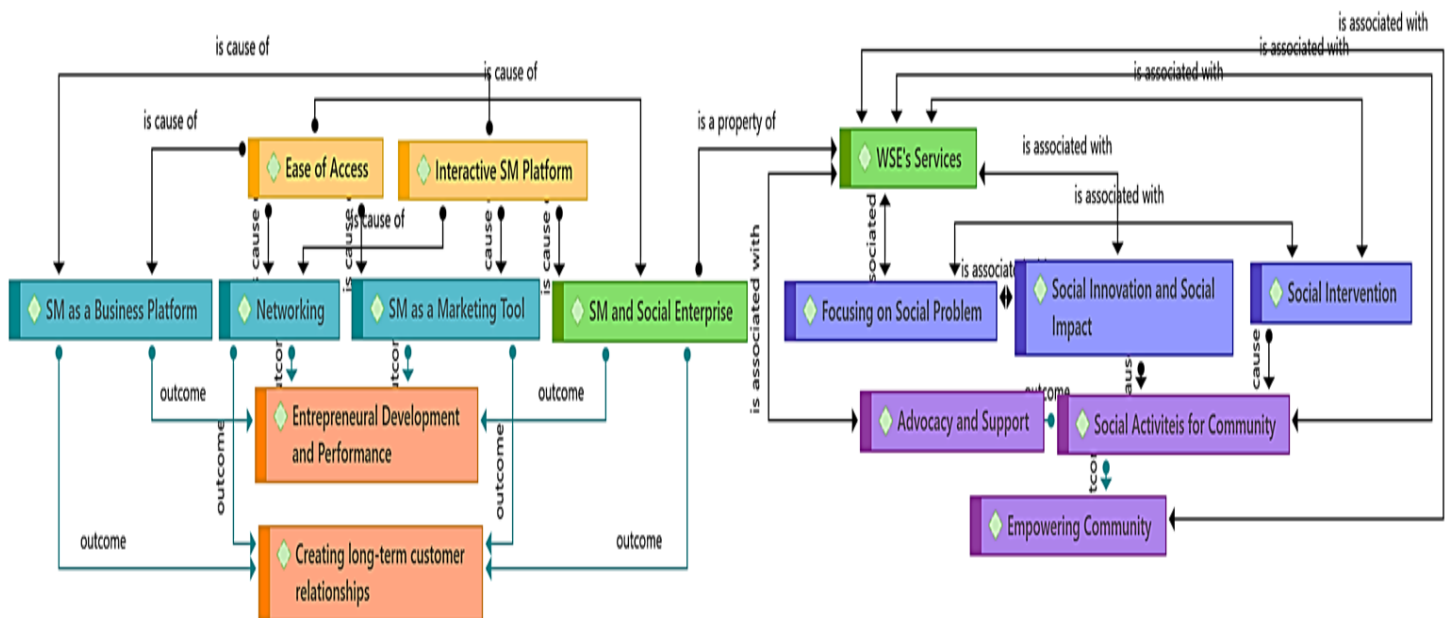


Figure 14. General and Social Business Activities on Social Media Platforms

6.3 Use of Social Media Platforms for General Business Purposes

Social media platforms can be used to serve the purpose of regular activities explored from a systematic literature review after developing several themes. This platform has been used for general purposes besides executing social business activities. Here, several categories, such as how social media platforms create a long-term relationship with customers, ease of access, entrepreneurial development, network, and the platform for business and marketing, will be discussed for general purposes. Appendix-XI details the usability of social media platforms by women entrepreneurs in social business in Bangladesh and India.

6.3.1 Ease of Access

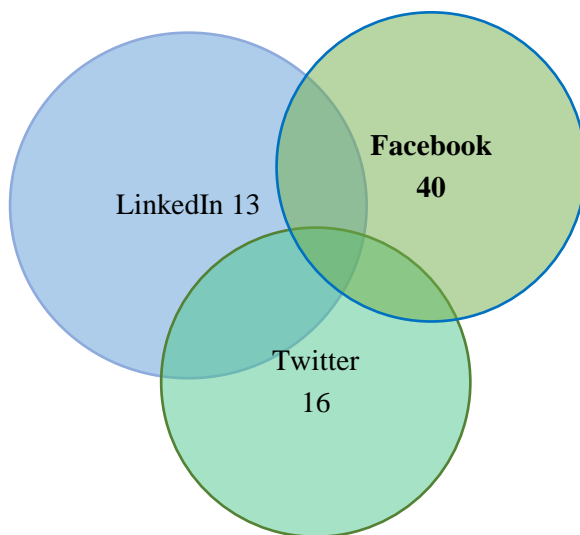


Figure 15. Size and uses of the Facebook, Twitter, and LinkedIn Platform based on audience

Social media platforms are easily accessible due to fewer formalities, and people can join from distant parts of the world because of easy access to the internet and the advancement of digital technology (Fernández et al., 2022). Social businesses also use different social media platforms that are approachable to the target audience. Social media platforms allow most social businesses to easily access audiences, business partners, diverse communities, information, local market, resources, and ideas (Ali et al., 2022).

Among Facebook, Twitter and LinkedIn, the study shows that most entrepreneurs use Facebook as the primary source for virtual communication with their audience in Bangladesh and India. This platform mainly contains a broader range of audiences than any other platform; as a result, social businesses can easily interact with different interest groups. Among 44 social businesses, 40 social businesses owned by women entrepreneurs are using Facebook, which has vast audience than Twitter and LinkedIn. However, Blank Noise and Tala from India are using LinkedIn and Twitter, respectively, instead of Facebook, whereas Adhayan (India) and Awaj Foundation (Bangladesh) also found a slightly good number of audiences on Twitter rather than Facebook and LinkedIn. Furthermore, Twitter is the second social media platform with a larger audience than Facebook. Among 29 Twitter account holders of social business, it has been found that 16 businesses have the second-largest audience on the Twitter platform. Finally, 19 social businesses who use LinkedIn accounts have observed that 13 businesses have the second largest audience on the LinkedIn platform. Table 16 shows the total number of audiences on each platform.

Table 16. Number of Audiences on a different social media platform

Social Business (number of audiences)	Facebook	Twitter	LinkedIn
Awaj Foundation	3716	4159	
Acid Survivors Foundation	11,006	83	
Association for Community Development	1968		
Bangladesh Institute of Planners	10,205		550
Friendship	168,000	8129	11,607
PFDA Vocational Training Centre Trust	22,593		2680
Phulki	1054		
Shakti Foundation	28,280		1587
Subarta	2444		
TMSS Medical College	6623		
Adhayan	1500	2728	1487
Anjali	16,000		
Arogya World	1600	1945	
AMBA	1573		
Bapu Trust	329		
Barrier Break	4644	3816	3827
Blank Noise	-	2054	1083
Childline India Foundation	111,667	10,300	17,400
Dignity Foundation	14,738	411	1500
Doorstep School	2982	170	
EKAM	2907	135	450
Gurukula Botanical	1256		
Impulse Social Enterprises	3237		257

Kathalaya Academy of Stories	8,067	744	
Kolkata Sanved	4621	511	
Majlis	4900	222	
Manas Foundation	21,514	333	2344
Masoom	2312	550	272
Pravah	22,964	6268	1874
Protsahan India Foundation	15,740	4937	1422
SETU	2604		
SNEHA	7,206	1332	5247
Spiti Ecosphere	18,823	477	
Stree mukti sanghatana	2270	25	692
Swayam	291,000	526	
TALA	-	22,000	37,067
The Asha Foundation	5205		
The Banyan	11,066	2577	2985
The Red Door	1216	402	
The Youth Parliament Foundation (TYPF)	20,453	5960	4811
Ummeed	12,162	1356	
V-Care Foundation	21,387	726	
Vicharata Samuday Samarthan Manch	230,000	21,300	
Wildlife Protection Society of India	8177		

From the observation, we found that social media platforms are a hub for business partners, disadvantaged communities, solicitous individuals, or parties who seek services from social businesses. Users are gathering on Facebook, Twitter and LinkedIn from different backgrounds. .

For instance, Vicharata Samuday Samarthan Manch in India has been working for tribal people to upload the latest information and ideas for their audiences and different groups to become aware of ongoing activities. How these activities are changing the lives of the denotified nomadic and semi-nomadic communities by different initiatives are also published on Facebook and Twitter platforms.

Association for Community Development (ACD) in Bangladesh maintains a virtual relationship with their partners on the social media platform, even though they share zoom links for meeting on a Facebook platform, which proves how communicable is social media platform (Association for Community, 2021). What is more, social businesses can connect with different communities, such as Awaj Foundation in Bangladesh can easily connect to other communities, such as Foundation for Just Society Manusher Jonno Foundation on the Facebook Platform. Even the Twitter platform of the Awaj Foundation has national and international followers who are either working to improve labor laws, the lives of garment workers, or activists in that field (Awaj Foundation, Followers, 2022).

6.3.2 Interactive Social Media Platforms

The interactive nature of social media platforms has brought audiences to each platform and engaged them. Social entrepreneurs act as a mentor often and advise and guide the audience to understand the intensity of the problem and how to implement it realistically so that problem can be dissolved. Such as Awaj Foundation, Acid Survivors Foundation, Adhayan, Anjali, BarrierBreak, Ekam, and more than dozens of social businesses are highly interactive with their audiences by posting different audios and videos on how a challenge can be defeated if all people come forward or become aware of the distressing situation.

Ummeed, on 2nd August 2022, posted a video guideline for the community as quoted from Facebook *“Triggering warning: This video shares tips about what to say to a child who has lost a loved one. Many children are experiencing grief during the COVID-19 pandemic. Taking care of their mental health and well-being during this crisis is essential. Through a three-part animated series, we will share tips and advice on how to help children cope with loss and grief”* (Ummeed Child Development Center, 2022).

Along with highly engaging emotional comments, this video was shared by 72 people who are engaged with Ummeed as a general audience and as a business partner. Most social businesses have remarked that they are committed to their Facebook followers/friends by posting multiple issues embedded with the guidelines. In addition, posting different newsletters links, research papers, and publications show the promising nature of how social business is promising to brim with information so that audiences do not suffer from any misleading information. Acid Survivors Foundation (ACF), Ecosphere, Swayam, Friendship, EKAM, and other businesses publish a newsletter on a monthly, quarterly, biannually, and yearly basis. The monthly newsletter of the Acid Survivors Foundation (ACF) projected the acid survivors' condition and how donations can help a victim gain her social status, life, and dignity. This publication has also mentioned different survivors' contexts, physical conditions, and other hazards related to acid violence. ACF also informed audiences how much money they raised and the amount they required. In addition, ACF also shared different services such as medical treatment,

rehabilitation, psychotherapy, medical referral, and other services they provide for the victims (Acid Survivors Foundation, 2022).

While discussing business transparency, social business discloses their funds and how they utilize them in detail. Such as, Protsahan India Foundation reported that their budget in 2022 was allocated to four different types of programs: education, health, child protection scheme, and social protection. They also mentioned how they plan to utilize those budgets by expanding different programs and creating new ones (Protsahan India Foundation, 2022). Meanwhile, Ekam also showed gratitude to the donors who helped them attain funds to support underprivileged strata of society (Ekam Foundation , 2022).

Facebook can directly interconnect audiences for raising funds or donation options by the interactive button on the Facebook page or by showing the page link to the fundraiser page. Anyone who wants to raise on the Facebook platform can create a fundraiser page, limit the amount, and then raise funds. Such as Childline India Foundation and Friendship NGO in Bangladesh often raise funds and collect money from that interacting options on Facebook. On other platforms such as Twitter and LinkedIn, social business shares link address of donation and fundraising option. Furthermore, many social enterprises also ask for unused or old possessions to support the community; it can be DSLR cameras to other non-monetary stuff. Not limited to only posting audio, video, and images and raising funds, the social business occasionally creates different events and gathers participants for programs.

Furthermore, this social media platform is interactional and clients and other audiences can give their feedback and testimonials, particularly on the Facebook platform. The observation of social media platforms of social business has found that most social businesses relate to their audiences in versatile ways based on each platform's functionality. Protsahan and Tala continuously create different LinkedIn polls to observe the customers' opinions and consensus on different aspects. For instance, Tala has created a poll on the future of work and asked the question, *"What is the biggest factor for you when deciding on a job offer? Or which norm is a must for you?"* (Tala, #WorkLifeBalance , 2022). On the other hand, Protsahan created several polls on well-being, training program, challenges for non-profit ventures, and so

on (Protsahan India Foundation, #linkedinpolls, 2022). By creating these types of polls, they can understand the sentiment and demand of the community and work thereby.

While Facebook has been observed as a highly interactive form of two-way communication platform for all audiences, including friends and family, followers, business partners, and so forth, the Twitter platform has been viewed as highly professional oriented interaction and focused on professional engagement where we have observed that different national and international organizations, communities are replying and tweeting on several posts. On the contrary, the LinkedIn profile is also used for professional connections. We found that alongside national and international organizations, audiences with similar tastes in social activities in relevant fields create networks with the social business.

6.3.3 Networking

Social networks and social business are inextricably linked to each other. Social media platforms are conducive to networking with different parties for the fastest communication with wider audiences. Primarily, a social enterprise creates networks with friends, family members, and employees and then extends its networks to external organizations (formal) and international communities (Chen & Lee, 2022).

Commonly, social business builds online network through social media platform and then expands their network to the local community and the international arena; sometimes, they build good network with the government and construct public relation through this channel. A professional network is an inherent network that automatically builds on a social media platform (Jalleh Sharafizad & Coetzer, 2016). While networking is an essential component of social business, it is also important how social enterprises respond to their networks. It also found that the communication with their network is accessible and vast due to the virtual platform and interactive. Social media is a two-way communication platform that keeps all the concerned parties engaged (Fieseler & Fleck, 2013; Dam & Pillai, 2021).

Many social enterprises in Bangladesh maintain their social network with audiences from different backgrounds - student to professional, deprived to underprivileged, national to the international community- all are tied into the social network via a social media platform.

Besides family, friends, and professional relationships, relationships with the government showcase dynamic networks which support entrepreneurial activities with reliability. Such as the Acid Survivors Foundation (ASV), Association for Community Development (ACD), Bangladesh Institute of Planners (BIP), Friendship NGO, and PDFA-VTCT have built their social network with different ministries, sectors, and institutes with the government. Such as, ACD has manufactured their network with the Department of Social Service, Department of Women Affairs, Department of Youth Development, and Department of Information, which are government bodies that help them utilize the network while creating different awareness programs in public discourse. In addition to that, BIP maintains a good relationship with the Ministry of Local Government, Rural Development and Co-operatives, Ministry of Planning, General Economic Division, and Planning Commission in Bangladesh. These government bodies are powerful and responsible for housing and building, rural and urban policies, municipalities and cities, and other relevant fields. Furthermore, ACD, ASV, and Friendship often develop a good rapport with different government bodies by publishing different actions taken by the social businesses with governments, which was possible due to the dynamic, versatile nature of social networks on a social media platform.

In addition to maintaining an international network, there are no other platforms that can give easy access to the international community, partners, and institutions other than social media platforms which reduce the geographical barriers. Awaj Foundation has been networking with International Labour Organization (ILO), The New York Times, BGMEA, Fair Labor Association, and more whether ASF, ACD, Friendship NGO, and Shakti in Bangladesh have strong liaison with different international communities such as Amnesty International, UN, USAID, UNICEF, and other reputed national and international organizations. Furthermore, international organizations have recognized the impactful activities of ASF, Friendship, ACD, and other social businesses. This recognition eventually guided them to expand the international network with communities and organizations beyond borders. Friendship NGO, ASF, and ACD have audiences in different countries who build international connections on social media platforms for social purposes. Though the Facebook platform is an excellent hub for social

networking in most cases; however, the Twitter account of ASF has shown that international communities and audiences are higher on that platform than on Facebook.

On the other hand, a social business in India adopts a similar networking pattern to Bangladesh on social media platforms. Many social enterprises maintain their network online with employees and professionals on Facebook, Twitter, and LinkedIn. LinkedIn and Twitter facilitate social entrepreneurs to extend their network to international communities, professionals, organizations, and audiences, whereas Facebook is a social media platform for everyone considering friends and family to the government body.

AMBA, Barrier Break, Blank Noise, Ekam Foundation, Kathalaya Academy, Kolkata Sanved, Tala, and many organizations maintain an international network on social media. For instance, AMBA has built its network with Vodafone Foundation, an international organization to support vulnerable communities with technology for sustainable benefits (AMBA, 2020). Barrier Break created a different international professional network to develop skills in different accessibility aspects for the community. Moreover, these businesses have bolstered their international network with continuous communication, arranging programs and seminars, and sharing those moments with the audiences on social media sites. Such as on different occasions, Barrier Break has arranged different programs with a member of The United Nations Convention on the Rights of the Child (UNCRC) in India (BarrierBreak, 2022). While implementing ideas and projects, the international network supports them, transferring their knowledge to businesses.

The Government network also corroborates the actions of social businesses. Arogya World has developed its government network and is now working with the National Development Agenda "Poshan Abhiyaan" that addresses eating from a local source. Moreover, by bringing doctors from different genres of public health, Arogya World has built its team to implement different action plans (Arogya World, 2020). Break Barriers, Childline India Foundation, Dignity Foundation, Impulse social enterprise, The Banyan, and VSSM have developed a dynamic network with several government ministries and local governments to align their activities with the action plan of government that benefits the community. Such as, Impulse Social Enterprise (ISE) built its network with State Government Officials and arranged

different programs with them, along with the latest discussion on GOAL (Going Online as Leaders) and *SheMeansBusiness*. It has been observed that ISE also has good relationships with other businesses due to the favorable government networks (Impulse Social Enterprise, 2022).

Nevertheless, it is not compulsory for all social businesses to build a network system with the government and international bodies; rather than the nature of the business that demands connected networks, the networking decision depends on whether to choose a professional network or a personal social network. For instance, it has been discovered that Bapu Trust is mostly emphasizing their social network platform rather than government and professional network; on the other hand, Mittal Patel, owner of VSSM, also emphasizes personal network; however, her audiences are also part of the local and national, professional community, government, and activist. Therefore, the network pattern is intricate and social businesses prefer networks suitable for them.

6.3.4 Social Media as a Business Platform

To serve the intention of business, the social enterprise employs social media platforms to connect with their audiences to inform them about their activities, services, product, promotion, offers, and other relevant business issues (Puriwat & Tripopsakul, 2021). Since social media platforms reduce the geographical barrier, entrepreneurs become an essential part of the virtual world because of the fewer entry barriers on a social media platform (Dam & Pillai, 2021).

Among 44 women social entrepreneurs, it is explicitly true that they utilize social media platforms for their business purpose; however, instead of direct selling the products or services, they build consciousness about their businesses and services to the audiences. Social business both in Bangladesh and India has been using social media as a business platform to execute different operations. In Bangladesh, nearly every organization performs at least several business activities on Facebook, Twitter, and LinkedIn. On Facebook, Awaj Foundation created a page of different services they provide to the community- this page includes *Day care services, Training, Pre-School programs, Emergency support, Health care services, and Legal aid support* for the garments worker that they can afford based appointment or direct messaging through Facebook Messenger (Awaj Foundation, Services, 2022).

Besides that, PDFA vocational training center offers different services to exceptional children; *Angel Fair* and *Angel Chef* are the most recognized programs. *Angel Chef* is a bakery shop that exhibits several bakery items available in the different superstores in Bangladesh for sale, whereas *Angel Fair* is a handicraft shop that has created an opportunity to sell the product produced by special children; as well as anyone can purchase their handicrafts from the PDFA Facebook page. As a business platform, PDFA's Facebook page targets direct sales and exhibition of the products besides other business operations (PFDA - Vocational Training Center Trust, 2021).

Likewise, social businesses in the neighboring country, India, have used social media platforms to serve business purposes and different virtual operations. Adhayan, Anjali, Arogya World, Blank Noise, Barrier Break, Dignity Foundation, Impulse Social Enterprises, Spiti Ecosphere, and V-Care Foundation have been updating about different social services primarily on Facebook besides LinkedIn and Twitter. To illustrate this, Barrier Break has promoted its BarrierBreak app on Facebook and provided guidelines for downloading the app. This app is a solution that assists blind and visually impaired people in living independently (Barrier Break, 2022). Besides that, V-care Foundation also has been promoting its donation-based app on Facebook and offering different programs and packages with promotional price (V care Foundaiton, 2022). Tala is another fintech social organization that provides financial support to specific countries without any credit history. They even provide free training on coding and lessons on fintech through a specific link (Tala, LinkedIn Post, 2022).

Similarly, Impulse Social Enterprise, a clothing brand promoting the traditional skills of tribal communities, showcases different fashion shows on its Facebook page (Impulse Social Enterprises, 2022). Furthermore, Spiti Ecosphere has promoted Spiti, Himachal Pradesh of India, and their local products to Facebook audiences. Such as Seabuckthorn berry products, a miracle of the Himalayas, greeting cards, bookmarks, and postcards can all be bought by placing an order following the prescribed link on Facebook. Besides that, they also promote the Sol Cafe' operated by the Spiti community that promotes the local products, services, and knowledge (Spiti Ecosphere, 2022). While enlightening the unprivileged and privileged community with education, Swayam is a free online learning program that

offers multidimensional programs from arts, science, business, and other genres. Since these courses are free, people from different parts of the world can learn according to their interests (Swayam, 2022). Last, the booking system for selective services on Dignity Foundation's Facebook page ascertained the prompt services for senior citizens with prebooking discussion (Dignity Foundaiton, 2022).

Besides promoting versatile services and products, social entrepreneurs also utilize social media platforms by publishing recruitment notices. Most businesses prefer Facebook and LinkedIn for job search; some also announce vacancy notices on Twitter. Like many social businesses, The Youth Parliament Foundation (TYPF) has found frequent vacancy announcements and searches for different positions on the Facebook platform (The Youth Parliament Foundation (TYPF), 2022).

These social media platforms for social enterprises are highly trustworthy; consequently, many users and audiences highly recommend and suggest these pages and organizations to their community. Awaj Foundation, ASF, ACD, Swayam, Spiti Ecosphere, and more than dozens of businesses are mentioned, appraised, and recommended by local and international audiences.

6.3.5 Social Media Platforms as a Marketing Tools

According to Philip Kotler's definition of marketing – “Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others” (Kotler & Keller, 2012). From the study, it has been explored that, instead of mainstream marketing, social businesses concentrate on social marketing that does not directly benefit the brand, nonetheless creating awareness of the activities performed by social entrepreneurs that solve the societal problem. Consequently, the populace gets involved with the journey of social enterprise that persuades them to shape their behavior for positive impacts.

From our study, we found that all women social entrepreneurs are engaged in random and issue-based campaigning on social media platforms. Campaigning on social media is also a marketing effort that reinforces the pursuit of the business goal by generating awareness in the audiences. Both social businesses in India and Bangladesh are highly involved in campaigning activities. Campaigning activities do not only promote brand image but also encourage business, partners, and sales growth because active

audiences use e-WOM (electronic word of mouth) through online comments and feedback that create credibility for the venture. Most social businesses regularly observe and celebrate various national and international holidays, including doctor's day, women's day, girl child day, anti-tobacco day, environment day, international Labor Day, international literacy day, and others with appropriate preparation for public awareness campaigns. In addition, social enterprises organize a variety of awareness campaigns that are relevant to their strategic planning. The audience eventually learns about the agenda online and offline, which helps them grasp various social businesses and their action plan. It is equally important that some business also technically involves celebrities and media personalities that promote their business with the help of influence marketing.

Shakib Al Hasan, the top-ranked all-rounder in cricket, joined the Friendship NGO's "friends and heroes" campaign. As a result, his viewpoints have significantly altered by observing how their efforts have drastically improved the living conditions of the underprivileged. This partnership between Shakib Al Hasan and Friendship has enhanced that social enterprise's reputation as a reliable brand. (Friendship, 2022). Along with Friendship NGO, Indian social entrepreneur Jasmeen Patheja of Blank Noise shared the TED platform with renowned actor Shah Rukh Khan. She then broadcasted the video on Twitter, which had a favorable effect on Blank Noise (Jasmeen Patheja, 2018). Apart from that, Majlis Law collaborated with Indian actress Yami Gautam (Majlis Law, 2022), and the support of former Miss India and actor Ruhi Singh for SNEHA's projects was highly laudatory to social businesses and attracted spectators (SNEHA, 2022).

In addition, social entrepreneurs use social media platforms to notify their audiences if any new feature of the product or service is added or any new product or service is introduced to their programs. Tala and Barrier Break continuously update their app and notify users and audiences about additional features. When Dignity Foundation, Ekam, Masoom in India and ACD, BIP, Friendship NGO, PFDA-VTCT, and TMSS Medical College in Bangladesh in new programs, services, new branches, or service centers, they instantly inform the social media audiences. Such as adult education programs initiated by Friendship, the smoke-free Rajshahi city program by ACD, Spiti Kaleidoscope Program for travelers

were introduced by respective social businesses and promoted these fresh initiatives on social media platforms. Moreover, programs on maternal and child health organized by Ekam and Dignity Foundation's flagship service with a minimum donation were also announced on the Facebook page. Besides that, the introduction of a health camp in the slum area in Chennai and Dementia Day cere in New Delhi in India for senior citizens were promoted straightway on Facebook, Twitter, and LinkedIn pages.

Many social enterprises run by women have shown how they are rapidly expanding their networks and boosting their businesses. For instance, Door Step School has promoted on its Facebook page that its school is growing, and Tala on LinkedIn often updates how its company is booming and attracting more audiences.

Shakti from Bangladesh and Mittal Patel from India has announced their distribution channel for solar power on Facebook so that disadvantaged people do not deprive of access to the facilities. Not only distributing solar power to needy people in a different crisis moment, but the social business also distributes other products and services to the community by declaring in advance on social media platforms.

Social entrepreneurs are neither using social media platforms directly for selling products and services and promoting brands nor boosting the platform for sales growth. Instead of that, social entrepreneurs attempt to change behavior by prompting different social awareness campaigns, promoting partners, and bringing impact to society.

6.3.6 Entrepreneurial Development

From this study, it is hard to measure whether women social entrepreneurs develop their entrepreneurial skills by using social media. However, we can have some ideas about their entrepreneurial behavior and business engagement on social media that may help to expand their business, generate more audiences, and drive them toward goal achievement.

Many social women entrepreneurs are active on social media platforms, publishing regular videos on their awareness programs, actions toward the community, and so forth. Besides that, this social media

is a two-way platform that helps both audience and business to learn and grow by producing multidimensional training programs tailored for audiences. Sometimes, women entrepreneurs from the social industry also join different seminars, symposiums, and training programs arranged by government, national and international organizations that guide them to align with governmental action plans, as well as they become more aware of national and international while dealing with poverty, hunger, mental health, environment, climate and more.

Women are engaging with their social enterprises on the social media platform, and they publish how collaboration, co-creation, and innovation advanced their business to achieve several milestones. This collaborative action will be discussed in the later part of this chapter.

Besides that, women in social businesses joined different business developmental programs such as Barrier Break in association with the UN in India. They undertook a 5-day program on PDF accessibility for the National Institute of Urban Affairs (NIUA). In addition, Barrier Break arranged an online certificate training program collaborating with expert faculty members from reputed institutions on "Creating Diversity Champions & Leaders at Workplace" that develops leadership skills on inclusivity (BarrierBreak, PDF accessibility, 2021). Kathalaya's International Academy of Storytelling also introduced different online and offline training programs for trainers and the corporate world. They focused the leadership behavior on the trainer while telling stories and ventilated different facets of management concepts, leadership skills, and behavior traits through stories for leaders and professionals (Kathalaya's International Academy of Storytelling, 2019). Pravah, a social business focusing on youth development and arranging various training programs for youth leadership and behavior development, has already organized dozens of programs to build the youth community. Not only that, but Pravah also joined different online and offline discussion programs on leadership, collaborating with other entrepreneurs to amplify the spectrum of leadership practice (Pravah, 2022).

ACD also organized a leadership training program for adolescent boys and girls so that they can become a pioneer in stopping child marriage and other societal issues. Moreover, ACD also attended multipurpose seminars and training programs organized by the International Organization for Migration

(IOM) Bangladesh, United Nations Office on Drugs and Crime (UNODC), Foreign Correspondents' Club of Thailand (FCCT), ECPAT international, and many national and international organization to develop their skill and build a robust support system while dealing with societal problems and crisis (Association for community development, 2022).

Furthermore, Dr. Nalini Saligram's (Arogya World) presence on Twitter to educate people on health, Ratnabali's (Anjali) continuous endeavor being present on Facebook by discussing different mental health issues, and Mittal Patel's (VSSM) frequent passionate presence on Facebook and Twitter by announcing different initiative taken for denotified tribal people proved that women entrepreneurs in social business are well balanced while interacting with their business and community.

These entrepreneurial initiatives implemented through different training programs for audiences as well as attending various discussions with entrepreneurs from different sectors not only developed the entrepreneurial skills and behaviors of entrepreneurs but also helped to increase the business performance and opportunities that underpinned business to sustain.

6.3.7 Creating Long-Term Customer Relationships

We found that many social entrepreneurs shared their organizational goals with action plans on social media platforms. Audiences were engaged on social media platforms through feedback, comments, suggestions, and questions and comments.

Many disadvantaged people and victims found social enterprise as an umbrella because, without their support system, it was nearly impossible to become resilient and live everyday life. Subarta and Dignity Foundation are working for senior citizens, and they are continuously working to improve the lives of the elderly. Moreover, both organizations provide health, mental health, rehabilitation support, and services to senior citizens; they were even able to establish new centers in new locations. If they had not developed their entrepreneurial skills, they would not be able to operate new enterprises successfully. For their excellent effort and entrepreneurial mindset, the target customer groups have belonged to these organizations for so long because they are satisfied with their services, and Facebook has access to their testimonials.

Examples of customer relationships are not limited only to Dignity Foundation and Subarta; most social businesses operated by women strongly bond with their customers for the long term (Dignity Foundaiton , 2022; Subarta, 2018). Likewise, Awaj Foundation targets the 600,000 workers in the Garments industry in Bangladesh and Sri Lanka, empowering them with information on labor law, rules, and regulations and creating consciousness on labor rights. This social business continuously interacts with its audience by posting different activities and updates that make the audience aware of the latest progress of action plans, which inevitably help customers become a part of the organization and build sustainable customer relationships (Awaj Foundation, 2022). Social businesses in the health and education sectors are very promising in maintaining their bonding with target customers. Such as Manas, Masoom, Pravah, Ekam, and Doorstep School all are engaging customized programs for audiences that increase the credibility of social businesses and engage them in the journey.

Numerous social businesses have been active on social media platforms for a long time, and the continuous interaction with audiences enables them to know their demand and observe their requirements, which supports the design of different programs. These initiatives are an excellent inspiration for audiences to stay on the social media platform.

However, the study cannot find how social businesses create long-term relationships with their audiences besides social media platforms. Moreover, it is also complex to find how long each business partner, customer, and other parties have been using social media platforms and, more precisely, which factors made them stay on the diverse social media platforms.

6.4 Use of Social Media Platforms for Social Business Purposes

This section will elaborate a particular area of study on how women-owned social enterprises are employing social media platforms for social business purposes. This study examined websites of women's social businesses and developed inductive and deductive codes in Atlas.ti 22 software to get the detailed answer. Besides that, all deductive codes were categorized and brought under the theme to fulfill the study requirement. Based on these themes, social media platforms such as Facebook, Twitter, and

LinkedIn have been observed. Appendix XII shows a wide range of activities performed by women entrepreneurs on social media platforms.

6.4.1 Focusing on a Societal Problem

Social entrepreneurship discusses multiple societal issues on social media, such as Facebook, Twitter, and LinkedIn. On eSocial, entrepreneurs post several local, national, environmental, and inflammatory issues on every platform that may impact the community and society. Since social entrepreneurs have been targeting specific areas to work with, they also choose the community that is shattered into embedded societal turmoil. From the intersectional table, it has been found that most organizations are raising consciousness on complex issues on Facebook, Twitter, and LinkedIn.

As an illustration, Awaj Foundation, ASF, ACD, Phulki, and Shakti Foundation are circulating different posts, articles, and newsletters on the problem area on which they are working as well as the recent problems that need to be dissolved. Awaj foundation has been focusing the workplace discrimination based on gender and the impact of climate change that has made the workplace unhealthy and imbalanced. In comparison, international organizations are extremely busy talking about carbon emissions and their impact; they mostly ignore how they affect the workers' health in the RMG sector. In addition, workers suffer from inequality in terms of labor rights, wages, and other benefits. Moreover, migrant workers in other countries have been deprived of their labor rights and facing severe health-related problems. From the beginning of the journey, Awaj has been taking different strategies and pressing the legislative bodies to rectify different international labor laws and rights (Awaj Foundation, 2022).

ACD, on the other hand, focuses on several issues such as poverty alleviation, health and medical, gender equality, children, youth, and women population, as well as targeting different undeveloped communities in Bangladesh. They have been working to create an equity-based democratic and sustainable society that ensures proper human rights, gender equality, justice, and good governance to ensure sustainable development. In addition to that, the determination to stop child marriage and child abuse are also interconnected with the climate catastrophe and have been a significant problem area that

needs to be solved for ACD (Association for community development, 2022). Worthy of mentioning, while marginal people are suffering from disaster due to climate change, they become poorer; poverty, displacement, conflict, and lack of education are the multiple factors that have instigated the risk of child marriage (End violence against children, 2022).

Besides ACD, Friendship NGO and Shakti deal with the climate challenge and capture other laborious issues. They are both responding to the latest environmental crisis, such as the devastating flood in the lower region of Bangladesh, community in this region and other riverine areas and islands, as well as inherent problems inside the community. Among dealing with dozens of problems, Friendship NGO recently focused on the drowning problem in this area. The media found that 1-17 children die from drowning, which is also an alarming issue since each year, approximately 236,000 people drown worldwide (Friendship, 2022).

By establishing workplace-based daycare facilities in workplaces, including offices, industries, and community-based institutions, Phulki's founder Suraiya Haque addresses the lack of childcare in Bangladesh. She saw firsthand the significant barriers that working women in metropolitan areas, particularly those from low-income groups, encounter when trying to acquire childcare facilities. Most of them are compelled to leave their kids alone in the slums where they live, putting them in grave danger and staying in starvation. The only organization in the nation that offers childcare for children at their mother's place of job or in their neighborhood is Phulki. The concentration of Phulki is on Bangladesh's garment industry, which employs over a million people, women. Additionally, Phulki ensures that children are raised with care, this guarantee increases women's access to the workforce since kids are secure. Suraiya has started 24 community-based daycares thus far, in addition to more than 15 centers in businesses, workplaces, and government agencies (Phulki, 2021).

In addition to that, PDFFA-VTCT has been unshakably addressing the problem that autism is not a disability; children with several neuro disabilities can be competent if they are guided with proper training and education. The focus area of founder Danny is very focused and highly intensive. The Facebook and

LinkedIn profile regularly update the action plan's progress on solving the relevant issues on neutralizability (PFDA - Vocational Training Center Trust, 2022).

Anjali, Ekam, Manas Foundation, Pravah, Stree Mukti Sanghatana Swayam, Ummeed, and a few other social entrepreneurs regularly and occasionally focus on the different social crises and consequences of the crisis on social media. Women Social entrepreneurs in India deal with heterogenous problems and diligently try to ameliorate the situation by implementing different action plans.

While Anjali, Babu Trust, Kolkata Sanved, Manas Foundation, The Banyan, and The Red Door focuses on mental health issues in different strata, ages, and communities, Barrier Break and Tala are closely concentrating on the problem of accessibility. Barrier Break found that physically challenged, especially blind and visually impaired people, face tremendous problems when accessing any data, information, or technology due to a lack of supportive devices that can ensure the extrapolation of information. Even older people struggle with the same problems as that disabled people. As a result, Barrier Break brought the solution to the problem through the accessibility app that serves nine counties simultaneously. On every social media platform, BarrierBreak is equally focusing on accessibility issues and how accessibility in different technology platforms, art galleries, and educational systems can aid the community in accessing great information and knowledge for a better life (BarrierBreak, 2021). Besides that, Tala is a fintech social enterprise that explores people around the globe who cannot implement their dream lack of money. When they apply for a loan in any financial institution, they must have a credit record which is a hurdle to getting the loan. Consequently, through the platform of Tala, people from specific countries can take loans without any credit record, which helped to establish many entrepreneurs and build their businesses. On the LinkedIn platform, Tala often focuses various financial crises and recent issues on making an aware community and guiding them properly (Tala, 2022).

Gurukula Botanical and Wildlife Protection Society of India are passionately working to save wildlife and conserve endangered species and habitat in a specific region in India. Since wildlife crime has been diminishing the ecological balance of nature as well as clearing the wildlife; as a result, varieties of species are in the danger zone that needs special attention along with saving wildlife. Educating the

community, gathering intelligence, providing training, and providing continuous community support have gradually improved the situation (Wildlife Protection Society of India (WPSI), 2022; Gurukula Botanical Sanctuary, 2022).

V Care Foundation and EKAM are improving and empowering mental and physical states by focusing on the obstacles faced by a Cancer patients, unprivileged children, and mothers in India. Most cancer patients' journey is tremendously burdensome; family members become hopeless in this journey. By understanding this painful mental, physical, and financial journey, V care has become a part of the support system to bring meaningful impacts (V care Foundaiton , 2022). On the other hand, Ekam has observed that underprivileged mothers in India suffer terrific from the lack of a quality healthcare system. Ekam's holistic initiatives saved thousands of mothers and children through proper intervention and addressing problems to audiences. On the Facebook platform, it has been found that Ekam is active in channeling the different issues to the audiences and how interventions have saved the scenario of the motherhood journey and infants in the community (Ekam Foundation, 2022).

Women social entrepreneurs are adept at realizing the troublesome issues and conveying this through social media platforms to the audiences; they also make it known to the audiences that their concerns are mitigated by their actions and determinations that have been changing society with good impact. It is also mentionable that, bedside focusing on social problems, social business also has pressed concern on the use and accessibility of technology. Through proper use of technology, how a problem can be eradicated has been prioritized by some entrepreneurs. For instance, Tala and BarrierBreak have focused on technology development to eradicate and smoothen social problems.

6.4.2 Social Innovation and Impact

While solving social problems, social businesses are crafty and adopt creative mediums to solve a social puzzle (Dufays & Huybrechts, 2014). Whether collaborating with government and non-government organizations or developing different intrapreneurial ideas, women's social business empowers victims, the community, and society by solving various social issues (Bhandari, 2020).

On the social media platforms, social business specified about different types of social innovations. Among them, idea innovation is one of the most popular techniques that help social business look at the problem and solution in unique ways. BIP, Blank Noise, Ekam, and Wildlife Protection Society of India have been applying unique ideas; for instance, BIP is innovative while involved in urban and regional planning with the help of green building technology, assuring sustainability in the post-pandemic era. Besides that, BIP has been arranging various exhibitions and inviting others to produce constructive and innovative ideas on urban design and other relevant fields focusing on the problem of urbanization (Bangladesh Institute of planners, 2022).

Similarly, the Wildlife Protection Society (WPSI) of India reinforces multifarious innovative ideas to empower the rural and urban communities to save critically endangered species and end the Sixth Mass Extinction (the unsustainable use of land, water, and energy use, and climate change driven by human activity). Such as how single-use plastic cutlery can be edible after use instead of thrown out, which is an excellent way to reduce plastic junk in nature (Wildlife Protection Society of India (WPSI), 2022).

In addition, The Banyan and The Red Door in India are investing innovative solutions for the women who are homeless and psychologically disabled while addressing gender, sexuality, disability, and mental health in India, respectively. These organizations are relentlessly targeting to intervene the mental health with research help to achieve more pathbreaking achievements (The Red Door, 2021; The Banyan, 2022). While Bapu Trust and The Banyan have been researching mental health, Kolkata Sanved interestingly has initiated dance therapy movements to recuperate from mental illness and trauma and empower victimized marginalized populations with psycho-social rehabilitation (Kolkata Sanved, 2022).

Other social organizations also employ education, art, science, and technology for better innovative solutions. Each business has its unique value proposition; sometimes, they seem to focus on similar problems; however, their strategies are different.

6.4.3 Social Intervention

Women social entrepreneurs engage the different public and private bodies in their social affairs and influence them to bring social changes by implementing rules and regulations, supporting social activities, and bonding with the communities. Here some mentionable social businesses have been discussed to clarify how intervention and partnership work together to dissolve the problem and bring solutions. For the study, this paper has focused on recent social media updates between 2021-2022 to scrutinize how women-owned social businesses intervene and collaborate with their partners to resolve or minimize societal difficulties.

Arogya world in India signed MOU with the BBMP (Bruhat Bengaluru Mahanagara Palike) commissioner to serve the community with the free diabetes awareness and prevention program for 16000 Pourakarmika (street sweepers) across the city. This effective SMS initiative, called diabetes, was created as a population-level, cross-national public health intervention to see if text messages in several languages might promote healthy habits that could prevent diabetes. Over a million Indians, both in the cities and the countryside, were reached by this innovative operation. Additionally, early intervention programs in schools encourage children to engage in physical activity and consume a healthy diet while preventing dangerous behaviors like smoking that might cause issues in the future. Programs like Healthy Schools and myThali from Arogya World have been helping these initiatives to implement a sustainable health system (Arogya World, 2021).

BarrierBreak also has collaborated with the UN in India, Foreign, Commonwealth & Development Office, Ministry of Housing and Urban Affairs, and made the partnership with Atal Innovation Mission, Ministry of Social Justice and Empowerment, Government of India, Department of Empowerment of Persons with Disabilities, MSJE, UN-HABITAT, Rising Flame to highlight the institute's onward thrust on transforming India's urban transformation with a focus on gender and disability inclusion among key priorities. Moreover, the introduction of digital and physical accessibility features adopted by organizations and people helped create the universe a more inclusive place for everyone through the intervention of Barrier Break campaigns (Newz Hook, 2022).

Ekam livelihood intervention program "Rebuilding Livelihoods for 100 families" designed with BOSCH for Covid-affected families provided intense support systems to beneficiaries with the help of government E-Sewa (online service to obtain information) center that assured sustainable livelihoods and well-being. A medical camp for the public from Kumalankuttai village in the same area was also successfully held by Ekam in partnership with (Tamil Nadu Corporation for Development of Women - Erode district) as part of its SWBI - Sustainable Well Being Initiative Program. Even EKAM USA extended its hand to contribute to different social programs to benefit the community's livelihoods; as a result, different shops such as tea, electrical, tiffin stall, and many others were established to increase the quality of living standard of the marginal community. Through partnership and collaboration with VLCC, National Skill Development Corporation (NSDC), and BOSCH, a funding partner Ekam integrated a sustainable infrastructure that supports the livelihood, medical, and health support for the local community (Ekam Foundation, 2022).

Childline India Foundation, Kolkata Sanved, Masoom, Pravah, Protsahan India Foundation, SETU Child Development Centre, and SNEHA in India have been intervening conditions through a unique program, often collaborating, and partnering with different government and non-government institutions to change the scenario of the ramshackle community.

Along with many intervention techniques, Protsahan has applied the HEART Model- unparalleled art and technology-based infrastructure that supports adolescent girls from unprivileged communities who are highly at risk of abuse and violence. This model help to teach these girls a quality education while healing their trauma due to the use of art and technology simultaneously (Protsahan India Foundation, 2022).

Recently, the Mariwala Health Initiative (MHI) and SNEHA jointly conducted a workshop with 51 attendees to bring together academic clinical psychology professionals and members of the civil society who deal with young people on the ground. Social variables linked to adolescent mental health issues were emphasized during this session using data from the qualitative research phase of the SAMWAAD study. Those findings came from case studies of EHSAS (Empowerment, Health, and

Sexuality of Adolescents) mental health intervention, which helped SNEHA take different initiatives and customize programs for the maximum benefit of society. Additionally, SNEHA was able to conduct several activities and promote awareness about trafficking to stop the violation of human rights courtesy of partnerships with @missinggirls and the Consulate General of Ireland in Mumbai (SNEHA, 2022).

V Care Foundation, on the other hand, is intervening through different programs such as Financial Assistance Program (FAP), Child Care Support (CCS), Nutritional Support (NS), In-Kind Support (IKS), Palliative Care (PC), Counselling and Emotional Support (CES), Ummeed Intervention, Patient Assistance Program (PAP) to combat against cancer to support the cancer patients. V care is a proud member of the Lymphoma Coalition that is an international network of patient groups aiming to support patients with lymphoma. To win against the battle of cancer, V Care Foundation has made a strong bonding with TATA memorial hospital Parel and Radio Nasha to support patients and spread awareness of the disease to mass people (V care Foundaiton, 2022).

In the Bangladeshi part, Awaj Foundation plotted an intervention for the visibility and resilience of the informal garment workers through the safety measurement during COVID-19 to till recent times by providing emergency food relief to 11,000 beneficiaries with the support of the Foreign, Commonwealth, and Development Office under the Business Partnerships for Global Goals (BP4GG) program, managed by @MottMacDonald. In addition to that, upon contingent, numerous programs have been arranged by Awaj Foundation to improve the lives and rights of national and migrant garment workers. Besides that, through a partnership with Impactt Ltd. and Laudes Foundation to build trust between management and workers through social dialogue, Fair Wear Foundation, Mondiaal FNV, and Ethical Trading Initiative (ETI) as local implementing partners along with more partners, Awaj has created a strong base to implement different rights and regulations on behalf of workers in national and international level (Awaj Foundation, 2022).

Partnering with the University Grants Commission of Bangladesh, UNICEF has fostered the Communication for Development (C4D) curriculum and research among academic institutions in Bangladesh. As a result, ACD has become a part of this partnership and shared Communication Initiatives

for Ending Child Marriage' at the symposium on C4D. In addition to that, collaborating with Save the Children, ACD intervened and created a different project to stop child marriage in Bangladesh (Association for Community, 2021).

Friendship has been aiding society through the Friendship hospital ship, creating villages on elliptical plinths that are the epitome of an integrated approach to handling the climate and becoming more resilient and adaptive through intervention. A natural structure above flood levels, cluster communities on an elliptical plinth are enforced by the roots of household gardens and grass, and this intervention serves as the focal point for several cross-disciplinary interventions. Furthermore, collaborating with Smiley Surgery Foundation (BSSF) for more than five years, Friendship has assisted children with Cleft lips. Different initiatives are taken for riverine island people by establishing a partnership with Swimming Foundation Bangladesh, ENGIE Foundation, Malala Funds, and so on to improve the livelihood of this area (Friendship, 2022).

6.4.4 Advocacy and Support

Advocacy is an action to bring changes to society by handling different social issues (Dufays & Huybrechts, 2014). When women social entrepreneurs do advocacy, they try to explore novel solutions to problems and collaborate with people who possess similar purposes (Otiende & Fadhe, 2017). Sometimes social entrepreneurs dialogue with the government and national and international organizations to intervene in problematic situations. Social business ardently supports disadvantaged people and the community by raising awareness, influencing relevant stakeholders, and giving proper guidelines and suggestions.

Awaj Foundation, ASF, ACD, Anjali, Ekam, Majlish, and Tala are all experts in advocacy. They are employing different techniques in advocacy involving the root to the top level to support their community. For instance, *The Awaj foundation* in Bangladesh fights tenaciously to improve working conditions on behalf of the country's female garment workers. Awaj Foundation works to create a just and equitable society for women to have a safe working environment each year via lobbying and protest. To safeguard the social protection of female employees, their financial independence, and the development

of their leadership skills, the RMG Workers Forum is uniting to protest sexual harassment and gender-based violence in the workplace (Awaj Foundation, 2022).

ASF has been arranging several advocacy programs to raise awareness on acid attacks, girl children, citizen initiatives against domestic violence, and more. Since its earliest beginnings, this social group has been advocating and lobbying. A legislative framework to stop acid assaults in Bangladesh did not exist until 2002. Finally, new legislation that has considerably decreased acid violence over the years was made possible thanks to the persistent advocacy of *ASF*. They are battling to bring the victims justice through an ongoing advocacy process and with the help of the local community (Acid Survivors Foundation, 2022).

ACD has advocated for the right to information for youth forums and child rights issues; they have also sheltered victims with support centers and financial assistance. *ACD* is highly engaged in different advocacy programs to enrich the living standard of the unprivileged community. This persistent advocacy by adolescent groups of *ACD* brought the budget from local government for the financial year 2022-2023 to prevent child marriage (Association for Community, 2021).

Anjali in India has been arranging several advocacy programs on intellectual disability to change the parochial mindset of the people and the society that mental illness is a psycho-social disability. *Anjali's* work focuses on deinstitutionalization that underpins both institutions and communities. By engaging family, neighbors, police, and local government entities, *Anjali's* advocacy fosters individual potential who are hospitalized in mental institutions. Thus, extensive advocacy of *Anjali* guarantees that the person being reintegrated into their society is in good health (*Anjali*, 2022).

Majlis law, a team of women lawyers and social workers, is assiduous to protecting and promoting the rights of women and children through legal representation, advocacy, and training. Through their advocacy, child abuse has become visible from different aspects that were hardly represented and researched intensively before. Their legal support system continuously works with legislative bodies to change the situation strategically. As a result, child and women abuse has gotten

attention, and the government has taken different initiatives across India over the last 14 years with the harnessing technology revolution (Anjali, 2022).

Advocacy and support systems are interrelated; while different social businesses try to change the unpleasant social conditions through advocacy, advocacy conversely supports the communities by implementing laws, regulations, financial support, and other facilities. In addition, social businesses are always kind to their community by extending their helping hand when necessary.

6.4.5 Social Activities and Services for The Community

Along with regular business activities, women social entrepreneurs participate in numerous social activities and provide essential services to the community. Several social media platforms have observed that social businesses did not prohibit themselves during COVID-19 from serving the community with their activities. Social businesses in Bangladesh and India have tremendously worked alongside the government to support the local communities. Such as creating awareness about COVID-19 and providing necessary financial and non-financial support during this time were highly appreciated by the community. In addition to that, the physical distance could not create a barrier to reaching the community and engaging them because they arranged and organized several training programs, seminars, and discussion sessions, often broadcast live, and recorded when required. By sharing meeting links on nearly a thousand issues, the audience engaged themselves with social businesses and let them inform about social issues.

It is difficult to name every social organization in this study because their activities and service spectrum are broad. Still, ASF in Bangladesh on social media platforms is highly active when acid survivors need help, and they inform it on Facebook and other platforms to meet the emergency requirements. Even when many lower regions of Bangladesh are submerged under water, Shakti and Friendship stand beside the communities with medical, healthcare, emergency food, and shelter services. This responsive and intensive support system is very fast when social businesses are in the field. They are very prompt, and their infrastructure is well built to support the communities when emergency help is needed. Such as, Childline India Foundation and Doorstep School have created emergency free phone

services (24 x 7) for anyone if any child is deemed as victimized, oppressed, abused, or abducted. This support system has been built with government collaboration.

Besides that, different women's social organizations, both online and offline, organize community events depending on the situation to educate and train them with soft and hard skills. Swayam in India is highly reviewed and recommended because of its excellent free online education services on numerous disciplines and magnanimous actions for the community. In addition to that, Kathalaya Academy of Stories not only focuses on education and learning, but their activities and service also support an entrepreneur and a leader to develop respective skills and develop workplace behavior. Many social organizations provide support by microfinance assistance or help deprived people set up their tiny stalls for earning sources through their interventional activities. What is more, many women entrepreneurs are considering notably that their actions will lead to sustainability, align with sustainable development goals, various activities such as posting action plans on social media about their achievements and next target plan, creating awareness about social complexities, involving different stakeholders to implement action plans, collaboration with international organizations and changing the scenario by the intervention are crucial for them.

Engaging volunteers from the community and vigorous involvement in voluntary acts for society, as well as distributing donation funds among beneficiaries to improve their living conditions, prove how social entrepreneurs are more passionately involved in humanitarian activities than in any other field.

6.4.6 Empowering Community

Empowering people in society through intervention is an utmost determination considered by women social entrepreneurs. Social media platforms several times showed how the actions of social entrepreneurs had empowered people of the society. Through advocacy and support, intervention programs, multipurpose activities, and services, the disadvantaged community is backed up by the social business that helps to change their pathetic situation and improve their condition through the support system; consequently, people learn to know how to become resilient with the help of social entrepreneurship and feel empowered.

Vital services such as financial, health, mental health, medical, children support, tech-based accessibility and support, and environment and climate protection are provided to the community so that they gain their confidence and include in the mainstream society. For instance, acid survivors generally need extreme care, and the intervention system of ASF through medical rehabilitation; training helps them to back to normal life. Even ASF connects with the organization to accommodate these survivors streaming into employment to get back to their normal life. Similarly, PDFA, through its unique training and education system, has been developing the skills of neuro-disabled children and creating employment for them by collaborating with the tourism sectors and other industries.

While BarrierBreak is highly concerned with the physical and digital accessibility issues for the disabled and elderly population, inventing apps on accessibility help those population to have access in a different medium that creates an opportunity for easy access along with policy level intervention with government extended the scope of accessibility for a larger population. This initiative has empowered the community to access currency, technology, and other means.

Protsahan India Foundation's latest campaign on STEM education for girls in urban slum communities in Delhi through empowerment centers, along with several programs on quality education and gender justice to articulate the SDGs, Protsahan has empowered girls and more than 1000 adolescent girls to come to their dream true with the impact to the society.

Social businesses use a holistic and integrated approach to bring change to people, communities, and society by keeping them under the umbrella of safety (Alvord et al., 2004). We explored from our study that women social entrepreneurs are using social media platforms for building meaningful relationship with their audiences to engage themselves by addressing severe societal issues and how they are managing this severity through different intervention plans and programs. Social entrepreneurs create social values through collaboration, cocreation and persuasion that (Di Domenico et al., 2010). We also found that by intervention, innovation, and co-creation, women's social businesses are implementing different social agendas that empower the disadvantages community and integrate them to the society

with confidence. From social media post, we verified different testimonials from audiences how they get back to the society with dignity.

6.5 Summary of Women Social Entrepreneurs and Social Media Platforms Uses

From the intersectional table; it has been studied that women social business use Facebook mostly as a social media platform to serve both business and social purposes for the community, whereas Twitter has been used most of the time for social business purposes that create awareness, talk about the journey of the social business and their achievements. In addition to that, this platform has been recognized as a platform for formal, professional, and international connections. In contrast, Facebook is more friendly that includes audiences from organizations, local communities, and national and international arenas. On the other hand, LinkedIn has been used as a professional platform, particularly for businesses that are active on LinkedIn and are highly engaged in showcasing their business activities, and other business professionals have been connected to the network. Though many businesses are utilizing Facebook, LinkedIn, and Twitter platforms and post identically, some businesses have observed a slight variation in the activities concerning social awareness and advocacy programs. For some organizations, Facebook and Twitter are excellent sources for spreading social awareness and advocacy programs. In a nutshell, numerous women's social businesses depend on Facebook, which has the most and highest features, activities, and audiences in Bangladesh and India.

CHAPTER 7

DISCUSSION AND CONCLUSION

The study aimed to gain insight into the relationship between women social entrepreneurs and their use of social media platforms in Bangladesh and India. Women entrepreneurs' characteristics play a significant role in South Asian countries because of social-cultural dimensions. These dimensions are considered to know how women entrepreneurs and women social entrepreneurs start their businesses and use social media platforms. Since a social business's characteristics differ from a conventional business, the activities are distinctive and very focused as they deal with societal issues to bring positive changes through intervention, advocacy, and support systems (Ali, Balta, & Papadopoulos, 2022). To serve this purpose, entrepreneurs, particularly women social entrepreneurs, have employed different strategies to build rapport with customers for business pursuits (Shah, Shoukat, Ahmad, & Khan, 2021). The advent of the internet and digital platforms has created the opportunity to utilize social media to market their business and gather information (Mack et al., 2017).

To verify this intention, whether women social entrepreneurs use social media platforms and what initiatives they employ on social media sites need to be investigated. This study was divided into three phases. The first part employed a systematic literature review of the academic papers, and papers were selected methodologically that met inclusion and exclusion criteria. All peer-reviewed academic papers were meticulously studied to develop the themes for further study. These academic papers contained information on women entrepreneurs and their uses of social media. Atlas.ti 22, a computer-assisted qualitative data analysis software, coded 36 academic papers that met the criteria for SLR to create a code book for qualitative analysis. In that process, 10 code groups were developed, which were narrowed into four themes. For analysis of the study, a systematic review of the literature has revealed several themes such as "the use of the Internet, ICT, and social media", "social media as an easy and interactive platform," "the impact of social media on business, marketing, networking, and social entrepreneurship," "creating a long-term customer relationship and developing entrepreneurial ability," and "the impact of

social media on women entrepreneurs. These findings of SLR align with literature reviews that women entrepreneurs use social media platforms for business and marketing (Ajjan et al., 2014; Beninger et al., 2016), networking (Foster & Brindley, 2018), customer relationships (Suharto et al., 2022) and developing entrepreneurial skills (Park et al., 2017).

The second stage of the methodology was to examine the websites of women social entrepreneurs. The real-world women social business cases were picked from the authentic, reliable, and reputed global organization for social entrepreneurs- Ashoka Changemaker- Asia. A total of 52 women social entrepreneurs were selected after meeting exclusion and inclusion criteria from Bangladesh and India to examine the websites and social media platforms. These websites were also coded in Atlas.ti 22 and found various codes organized into seven code groups and then narrowed into three themes. Websites of women social entrepreneurs were coded to get the references and ideas of specific social business-related activities and social media platforms they operated for their business. We found that women social entrepreneurs use social media platforms to focus on social problems. Women social entrepreneurs apply innovative and creative ideas to solve problems, implement several intervention programs and projects, and support the community with different services, activities, and advocacy programs that undoubtedly empower the community. The previous study mentioned that women social entrepreneurs, especially startups, use social media platforms to create awareness about social issues; they use social media platforms for communication, marketing, and social innovation (Suseno & Abbott, 2021).

In the third phase, we selected 44 active social media cases to study the reflection of general business and social business activities on social media platforms. After the final scrutiny of social media platforms, for instance, Facebook, Twitter, and LinkedIn, this paper revealed that the use of social media was comprehensive. Among 44 women social entrepreneur cases with active social media platforms, we found 42 active Facebook accounts, 18 Twitter, and 31 LinkedIn accounts. Previously developed themes from systematic literature reviews and websites were utilized to extract detailed information about their activities on the social media platforms. Moreover, this study found that women social entrepreneurs not only post, share, and update information for fulfilling the aim of business but also share information on

how the business has been advocating and supporting the community, focusing on problems, bringing solutions with innovative ideas, intervening through different projects and programs, serving as well as actively participating to the society and finally empowering the community with their heartiest efforts.

7.1 Discussions

In our work, we set out to investigate how women social entrepreneurs use social media platforms in South Asia, more specifically India and Bangladesh. Through our work, we found that behavioral traits attributed to women hold in this context. We also found that social media can be a source of emancipation for women in developing and more patriarchal countries such as those we investigated. Finally, we found that there are differences in the social media uses made by women entrepreneurs in Bangladesh and India. The discussion section is divided into three parts. The first part will discuss how gender and behavioral dimension impact women entrepreneurs and women social entrepreneurs in South Asia. The second part will discuss how women entrepreneurs use social media platforms. And third part will discuss how women social entrepreneurs use social media platforms in Bangladesh and India.

7.1.1. Gender and Behavioral Perspective of Women in South Asia

Our work is aligned with previous literature and research that adopt a behavioral view. Gender is the social construct that impact both male and female; nevertheless, women are more vulnerable because of their dependent status.

Most of the South Asian countries, women face discrimination because of ingrained nature of social cultural dimensions (Rizvi et al., 2014). Women are motivated by the necessity driven push factor such as gender discrimination at workplace, lack of career opportunity, imbalance between family and work life propel women to seek for self-employment. Moreover, women in that region want to avoid uncertainty and seek for risk-averse business which has sustainable growth (Shah & Saurabh, 2015). Need for achievement, upliftment of social status are some important factors that inspire women to choose business as a career (Ascher, 2012). On the other hand, women social entrepreneurs in South Asia focuses on solving societal issues since South Asia witness natural calamity, weak social infrastructure.

Moreover, high agreeableness toward prosocial behaviour (Humbert & Muhammad Azam Roomi, 2018; Nicolás & Rubio, 2016) and intention bring social welfare with social impact inspire women to prefer social entrepreneurship. Additionally, women in South Asia enjoy freedom through work, their self-efficacy, need for financial independence and personal growth pursue to select social entrepreneurs (Yunis, Hashim, & Sajida, 2020).

We observed that women in South Asia possess culturally assigned traits that may negatively or positively affect women entrepreneurs. This is the fact that this cultural dimension exists in this area and allows us to look at behavioral perspective of women entrepreneurs. We are looking at the thesis from the behavioral perspective and while we acknowledge that there are critiques of this perspective, we ourselves are not adopting a critical perspective on the culturally assigned behavioural traits for women, we are looking at how women social entrepreneurs use social media platform for their business.

7.1.2 Women Entrepreneurs and Use of Social Media Platforms

Our findings of SLR agree with the previous literature reviews that women face gender discrimination due to social cultural dimensions (Donna Bobbitt-Zeher, 2011). Women have insufficient financial access and lack of command on finance decision making; consequently, Asian women tend to become entrepreneurs, for enhancing their income and promote the wellbeing of their families (Franzke et al., 2022). Moreover, we found that women entrepreneurs chose social media platforms to gain access to social networks and information that help them in their business decision making process.

The systematic literature review highlighted the use of various social media platforms by women entrepreneurs. We selected 36 academic papers for our analysis, and we saw that women from different countries use social media platforms for numerous business purposes. They embrace this powerful social media platform for branding, marketing their business and extending networks in different dimensions. Women entrepreneurs in different region such as Asia (Shukla et al., 2021), Middle East (Ghouse et al., 2017), Turkey and MENA region (Muralidharan, E., & Pathak, S. 2018), even in some developed countries such as Australia (Heizmann & Liu, 2022) including other developed nations face power imbalance in social and cultural structure. We saw from our SLR study that patriarchy, religion, gender

discrimination, power distance drove women to seek alternative source of networking for their business. Networks through social media platforms appeared as a key factor to create venture and overcome the barriers in accessing information, resources, and business opportunities (Muralidharan, E., & Pathak, S. 2018). Earlier studies also claimed that women extend their network from informal to professional and business network by utilizing social media platforms to overcome cultural and social barriers (Kamaludin, Xavier, & Amin, 2022; Isa et al., 2021).

From the systematic literature review, we moreover discovered that women entrepreneurs who owned MSMEs, SME, Medium enterprise all use social media platforms for various business purposes. We found more than 850 women entrepreneurs from SLR study (Appendix-2) who were from underdeveloped, developing and developed nations. We explored that women entrepreneurs use social media platforms for networking, marketing, creating venture, developing communication with customers. Previous research also affirmed that, women use social media platforms for venture creation, marketing (Ajjan et al., 2014; Beninger et al., 2016), and networking (Foster & Brindley, 2018),

Moreover, women entrepreneurs take advantage of social media platforms for entrepreneurial opportunities by creating social networks and accessing necessary information that help in growing their business. Social networks also keep them connected with audiences such as suppliers, producers, consumers, governments that inevitably increase their social capital. This social capital is a significant factor for entrepreneurial performance and development (Syed Far, A. H., Nurunnabi, M., Hussain, K., & Xu, S. 2020). Secundo et al., (2020) stated that social media is a powerful tool for entrepreneurial learning, creating network and utilizing this network for developing the entrepreneurial ecosystem. We also observed that, women entrepreneurs prioritized social media platforms to create strong relations with customers. Since, social media is very much interactive and allows two-way communication, women entrepreneurs can easily interact with customer and learn about market, demand, and customer requirements. Earlier studies also expressed that, social media platforms are interactive and engage customers, as a result women entrepreneurs can build strong loyal customer base which can give long term benefits to entrepreneurs and customers (Suharto et al., 2022). Women entrepreneurs empower other

by creating entrepreneurial opportunities; besides that, social recognition, enrichment of information and resources due to easy access of social media, uplift the social status of women which in turn empowers them. Moreover, the SLR study gave us interesting insights on social entrepreneurship. We explored that, women social entrepreneurs use social media and other digital platforms to communicate with customers. We additionally saw that; they focus on societal problems and create awareness by utilizing social media tools. Social marketing and networking are important activities that women social entrepreneurs perform on social media platforms. However, we needed a deeper understanding of how women social entrepreneurs use social media platforms for their business and general activities. As a result, we analyzed 52 women social entrepreneurs' website, and their use of social media platforms. The next section of discussion will explain the finding of the use of social media platforms for general and social business purposes.

7.1.3 Women Social Entrepreneurs and Use of Social Media Platforms

We found that the behavioural pattern of women in South Asia towards entrepreneurship is necessity driven since they seek freedom through business. Prosocial behavior and high agreeableness lead women to choose social entrepreneurship (Brieger et al., 2019). As a result, they need to have the access to social network to start and grow their businesses (Fieseler & Fleck, 2013). Systematic literature review highlighted how women around different cultures utilized social media platforms to break the social and cultural barriers and employed social media tools for business purposes. From the website analysis we found that there are subtle cultural differences between India and Bangladesh. Women in India deal with various macro and micro level issues such as environment, de-notified community, gendered-based violence, older aged people, women, youth, and child abuse. We also saw that; women social entrepreneurs focus on heterogeneous social and cultural issues due to gender discrimination and violence both India and Bangladesh. Women social entrepreneurs in India also use various social media platforms that reflect their behavioural perspectives. On the other hand, women social entrepreneurs in Bangladesh dealt more with natural calamities, gender discrimination due to poverty and natural calamity,

focus on sustainable housing, and human rights. In Bangladeshi, women also use social media platforms for several purposes and their behaviours plays significant roles.

This discussion section will focus the uses of social media platforms by women social entrepreneurs in Bangladesh and India.

A. Use of Social Media Platforms for General Business Purposes

This study found that many audiences gathered on the Facebook platform compared to Twitter and LinkedIn. At the same time, a few social businesses had a good number of audiences, such as Awaj Foundation (Bangladesh), Adhayan, Arogya World, and Blank Noise (India) on Twitter; Barrier Break and TALA (India) on LinkedIn, contrasting with Facebook. In addition to that, these platforms were very conducive to sharing and gathering information. A previous study showed that entrepreneurs use social media platforms to mobilize information resources that allowed them to identify the sources of new equipment, materials, suppliers, governmental regulation changes, budgetary adjustments, and event information (Drummond et al., 2018). Our study highlighted those women social entrepreneurs utilized social media as a complementary platform for accessing information and promulgating a vast range of information on various aspects, including partners, communities, ideas, working progress, and the latest activities on every platform.

As an immersive platform, social media supports women in social business to express their opinions, guide and advise their audiences and even motivate them to change their attitudes on social issues (Castillo et al., 2021). We found from our study that continuous social media posts and information sharing kept the audience connected and updated, vis-à-vis the audience who also shared their opinion with the reply and queries options to develop transparent relationships. To build more vivid transactional relationships, women entrepreneurs in social business disclosed financial and non-financial reports. This study observed that Facebook was a highly interactive platform for business and nonbusiness terms. In contrast, Twitter and LinkedIn platforms were effective mediums for professional and career-oriented national and international audiences. This study also explored those women social entrepreneurs in

Bangladesh and India who maximized the utilization of social media platforms by creating a network loop with audiences at versatile levels.

Women social entrepreneurs leveraged social media to create a strong and vibrant network and collaborate with many partners and organizations. Social media is a good option for building personal and business networks that not only create connections with closer and non-closer parties but also develop the social capital of women entrepreneurs (Olsson, A. K., & Bernhard, I., 2020). Additionally, social media can help businesswomen exhibit their networking skills by creating online groups. Moreover, it can be viewed to maintain personal relationships, which can be important for women entrepreneurs who, in most circumstances, must balance their obligations to their personal lives with those to their jobs (Francesca et al., 2017). The previous study also examined that women entrepreneurs saw Facebook as a valuable tool to balance networking and family life and that social networks with a preponderance of women were thought to offer women entrepreneurs more support than networks with most men or mixed gender. Women business owners have also said that their Facebook connections have assisted them in finding new clients and suppliers. Earlier studies also claimed that women entrepreneurs use social media platforms to extend their informal network to formal, professional, and international networks (Foster & Brindley, 2018). In addition, it has been found that Facebook was used for business networks, whereas LinkedIn was the more formal network for searching for contacts (Foster & Brindley, 2018).

This study found, however, slightly different results from the previous studies. We explored that Facebook is a hub of a dynamic networks where multiple audiences, such as the local community, collaborative partners, diplomats, national and international partners, donor institutions, and professionals, are collaborating under the same roof and taking advantage of the Facebook platform. Like previous studies, women social entrepreneurs used LinkedIn for formal and professional network purposes. Twitter gives us a new insight that women social entrepreneurs use this platform to extend an international network where international communities connect to gather the latest information about their social business activities.

This study observed that as a part of business activities, women social entrepreneurs use social media platforms to build awareness about their products and services instead of direct selling. This investigation showed that Facebook was used for business purposes by promoting business apps on Facebook pages for users and taking appointments. Even more so, some businesses create detailed service pages on Facebook for individual and community services. Some social businesses also promote their offerings and introduced new products and services to their audiences. Moreover, they promote their business and partners and share various information about their action plans with audiences. Our study agrees with the previous findings that Facebook was used for business purposes (Lichy et al., 2021). Earlier studies also mentioned that women prioritize social media platforms for business purposes by seeking opportunities for new ventures and creating awareness of their existing ventures (Ghouse, S., McElwee, G., Meaton, J., & Durrah, O., 2017; Foster, C., & Brindley, C., 2018). In addition, women social entrepreneurs were very adept in social marketing through social campaigning. According to this study, every social business was involved in social campaigning that developed awareness about the societal hazard alongside contemporary thorny issues that may negatively affect the community, society, and environment. This study also viewed that woman social entrepreneurs reached a vast audience, by bonding with media personalities who were able minded to create deep awareness and influence the community. As a result, audiences felt the businesses were a more credible and trustworthy source that could positively impact society. Even social media platforms became more plausible, inevitably bonding the followers with their commitment. These marketing and business initiatives not only constructed the brand image but also clearly transmuted the social business messages to the people of the society; women's social businesses were empowered to tell their stories by selling their services and products and the latest products and features of the company (Shah et al., 2021). Our study discovered that women social entrepreneurs frequently use Facebook, Twitter, and LinkedIn platforms for social marketing activities both in Bangladesh and India.

A prior study stated that women entrepreneurs used a range of various social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and others for marketing activities (Nurjaman, 2021; Ali

et al., 2022), whereas social entrepreneurs use various social media tools such for social marketing that focuses on the societal problem and create awareness among audiences (Suseno & Abbott, 2021). Another research found that women entrepreneurs use social media platforms to execute marketing activities and maintain customer communication. They have better social media experiences because of customer interaction on social media platforms, which is easy for women entrepreneurs (Ngai et al., 2015). Moreover, they also promote their ventures for marketing and branding purposes by engaging audiences on social media platforms (Thompson-Whiteside, H., Turnbull, S., & Howe-Walsh, L., 2018; Randeree, 2020).

From the customer relationship aspect, we saw that most of the social businesses in our study had been actively doing their business for a long time. Their approach is customer-centric, as their motto is to bring the solution to the problem. We saw that social media has many highly positive testimonials of social services and social businesses from their service recipient. Many social services changed the condition by improving the quality of life through education, health, housing, financing, etc. Some beneficiaries of funds or services also claimed that they had been included in a society where they could live with dignity. These are a few examples of women social entrepreneurs engaging their customers with services and support systems. Previous research also reflected on this issue and stated that women entrepreneurs use social media platforms to develop long-term customer relationships (Suharto et al., 2022).

This study showed that women social entrepreneurs utilize Facebook, Twitter, and LinkedIn platforms to develop meaningful customer relationships with their audiences. Many recipients of the services put their remarks on social media platforms through reviews and testimonials, particularly on Facebook platforms. Twitter and LinkedIn have some testimonials; however, these platforms were used for a more formal and international network, and many national and international organizations were seen to appraise the activities of social businesses on these platforms.

In addition, Women entrepreneurs in social business often arranged training programs for audiences on Facebook, Twitter, and LinkedIn platforms and shared links for interested audiences. These

training programs varied from entrepreneurial development, education and learning, digital training, self-development training, leadership development, and more. Often women entrepreneurs also found that they also attended several workshops and training programs for entrepreneurial and business development. Moreover, by cocreating, collaborating with partners, and attending national and international seminars and symposiums, women social entrepreneurs improved their entrepreneurial and cognitive skills to support their businesses and societies. Shams & Kaufmann (2016) also found that social media presence can enhance entrepreneurial skills by linking outside ecosystems and developing various networks.

B. Use of Social Media Platforms for Social Business Purposes

We observed from website analysis that women social entrepreneurs have been focusing on solving societal problems through innovative ideas addressing underprivileged, disadvantaged people, communities, and minority groups. They also use social media platforms to share their versatile activities with their audiences, such as intervention programs, advocacy and support system, innovative ideas, and severe social problems that should draw attention for resolution. Prior research mentioned that social entrepreneurs use social media for operational and performance pursuits (Ali et al., 2022). Furthermore, women social entrepreneurs use social media platforms and other digital media for social innovation, entrepreneurial initiatives, marketing purposes, and communication. These platforms are a nucleus for bringing social issues to the communities (Suseno & Abbott, 2021). Our study explored that women social entrepreneurs comprehensively use social media platforms.

Every social entrepreneur was determined to solve the mishap of society with their targeted aim and strategies. Social media platforms indicate to their audiences how they deal with society's problems (Suseno & Abbott, 2021). This study found that women social entrepreneurs covered multiple issues that ranged from working with a significantly underrepresented community to general audiences. Most social media platforms underscored their concern for societal issues such as unprivileged and oppressed women, youth, and children, affordable housing facilities, access to health and medical facilities, mental health support, and education and training facilities. Furthermore, poverty reduction, human rights, senior

citizen's rights, sustainability, environment, and climate were significant issues for women entrepreneurs. Most social businesses provide similar information about the problems and impacts on various social media platforms. However, it was also observable that while many women social entrepreneurs were innovating different ideas to bring solutions, very few entrepreneurs also found that they developed the technology to solve the social problem through accessibility. Specifically, Tala and BarrierBreak developed user-friendly apps for their audiences.

Social *innovation* is a complementary gesture while solving societal problems. This study also showed how social innovation changed the dimension of the situation by bringing solutions. From the observation of social media platforms, we found that idea-based innovation was a common phenomenon among women entrepreneurs; they germinated ideas and shared them with their audiences, often on Facebook, Twitter, and LinkedIn. Some organizations altered, recreated, and explored the use of technology for the community so that they could empower themselves by utilizing those technologies. Other entrepreneurs focused on innovation in education, learning, and teaching methods. Some were also involved in the innovation through health and mental health intervention. In contrast, the rest promoted the environment and local community by bringing their culture to the audiences. Some of these innovative solutions had a circumference around the sustainable development goals.

The study highlights from the study of social media platforms use by women social entrepreneurs offered social intervention through programs and projects to help developed the necessary skills and expertise for those individuals who needed to develop their competency to be a part of society or advance themselves for the betterment of society. There were vast arrays of intervention programs found on Facebook platforms that focused on developing basic and advanced skills of livelihoods, education and training, financial support systems, rehabilitations and housing for older and incapable groups, health support systems, and so forth. Our study found that social businesses often made partnerships, signed a memorandum of understanding with interested parties, and collaborated when intervening in any situation. Earlier studies also examined that, through collaboration with audiences and stakeholders (Olsson, A. K., & Bernhard, I.,2020), women entrepreneurs can achieve economic empowerment as well

as can support others to achieve financial freedom (Miniesy, R., Elshahawy, E., & Fakhreldin, H., 2022) because of social media usages.

Social businesses changed the landscape at the local and national levels with government assistance, donors' funds, and support from national and international organizations. This study has drawn many examples from Facebook, Twitter, and LinkedIn of how women social entrepreneurs rehabilitated, cooperated with the government, constructed community-based villages, and aided with health, medicine, education, and teaching facilities. What is more, during COVID-19 plentiful initiatives were taken by many organizations to help marginalized people. The resourcefulness of social businesses also intervened in the disastrous situation caused by natural calamities in Bangladesh and India.

We observed from the study that women social entrepreneurs have several advocacy program and support system to help the unprivileged community. Facebook contained most information about advocacy programs and how advocacy services supported the community and unprivileged individuals. Women entrepreneurs joined in dialogue with the government so that government support and plan also integrated with social business objectives while implementing any advocacy programs. Continuous lobbying with the government and international organizations brought changes in many rules, regulations, and systems. Twitter and LinkedIn also published a support system of social ventures that worked as an umbrella for the community. Through the proper guidance, advice, information, and knowledge, social entrepreneurs continuously update social media sites.

This analysis perceived that creating social awareness was a core element for women social entrepreneurs. Both Bangladeshi and Indian women social entrepreneurs repetitively announced messages to develop social awareness among audiences. Facebook and Twitter, and in some cases, LinkedIn platforms were promulgating intense awareness posts with elaborations. Social businesses circulated news on business-centric social awareness programs and revealed awareness programs closest to their business's nature. Such as, a social enterprise that dealt with mental health published not only different newsletters on mental health but also posted on international mental health day, doctor's day, and several mental health and health-related issues. They created awareness through online and offline cultural and

educational programs. Besides that, these businesses also searched for volunteers frequently on social media sites. Our investigation moreover observed that some social businesses shared information on Facebook about 24 hours services in case of emergency.

Furthermore, they shared online links on Facebook, Twitter, and LinkedIn on multifaceted training programs, seminars, vocational training programs, and workshops. This is aligned with a previous study that mentioned that women social entrepreneurs use Facebook to educate people on financial literacy (Suseno & Abbott, 2021). However, our study observed that women social entrepreneurs utilize Facebook, Twitter, and LinkedIn to share various links on education, training, and workshops in recorded and live formats. Sometimes they are also involved with the children and youth population, - a power hub of the society can develop their skills and knowledge with proper education, training, and awareness program.

We have observed here how women social entrepreneurs use social media platforms comprehensively for social business purposes. Previous research mentioned that women social entrepreneurs use social media platforms for social innovation, communication, and focusing on societal problems (Suseno & Abbott, 2021). Yet, we lack an understanding of what types of social media were used for these social activities. This study found that women social entrepreneurs use Facebook, Twitter, and LinkedIn for business purposes. Women social entrepreneurs in Bangladesh and India use Facebook for advocacy programs and utilize all other platforms for intervention programs.

Moreover, Facebook and Twitter have been seen as a hub for prompt communication with audiences, whereas LinkedIn was found as a formal and professional network both in Bangladesh and India. In the Indian part, we have observed the mixed use of social media platforms. In contrast, in the Bangladeshi part, we observed that women social entrepreneurs utilize all platforms in the same way and share the same post on Facebook, Twitter, and LinkedIn. We also found that Facebook is a popular platform in both countries, which also agrees with the statistics that Facebook is very top-rated in most countries (Pew Research Center, 2018; Statista, 2022). We moreover saw from our study that LinkedIn

and Twitter are popular platforms in Bangladesh. In India, Twitter and LinkedIn are popular social media tools following Facebook to social women entrepreneurs.

Overall, our study gives us two directions. We observed how gender and cultural perspective can be an important issue while considering the entrepreneurial opportunity for women in South Asian countries. South Asia has different cultural and socio-economic dimensions that offer women less opportunity when they want to access to capital, information due to gender discrimination. Earlier studies mention that gender discrimination prevailed however, institutional attitude, female behaviour such as low awareness of finance sources and, lower application rate, and risk aversion attitude offered less access to women start-ups. (Bodolica & Spraggon, 2015). Moreover, in most cases the male in these male dominant societies, play a role of decision-making process in women business (Yadav et al., 2022).

On the other hand, women chose doing business when they face imbalance between work and family life, gender discrimination in workplace, want to uplift social status and gain financial independence (Ascher, 2012; Cho et al., 2020). Moreover, self-efficacy, need for achievement, agreeableness and prosocial behavior motivate women to adopt social business as career (Humbert & Muhammad Azam Roomi, 2018; Khurshid, 2018).

Our study focuses on how women social entrepreneurs use social media platforms since access to the network can break the social and cultural barriers. We found women social entrepreneurs in Bangladesh and India use Facebook, Twitter, and LinkedIn for marketing and networking purposes and only Facebook for general business and advocacy purposes. We also observed that they equally focus every platform on social problems and raising awareness among audiences. We explored that women social entrepreneurs in Bangladesh and India use Facebook, Twitter, and LinkedIn for intervention program and projects. These programs and projects include innovative ideas to bring the change to the society and empower the community. Whatever the platform was, women social enterprises undoubtedly sold their stories to audiences using Facebook, Twitter, and LinkedIn. Figure 16 gives an overall idea of how women social entrepreneurs in Bangladesh and India utilize Facebook, Twitter, and LinkedIn for general and social business purposes.

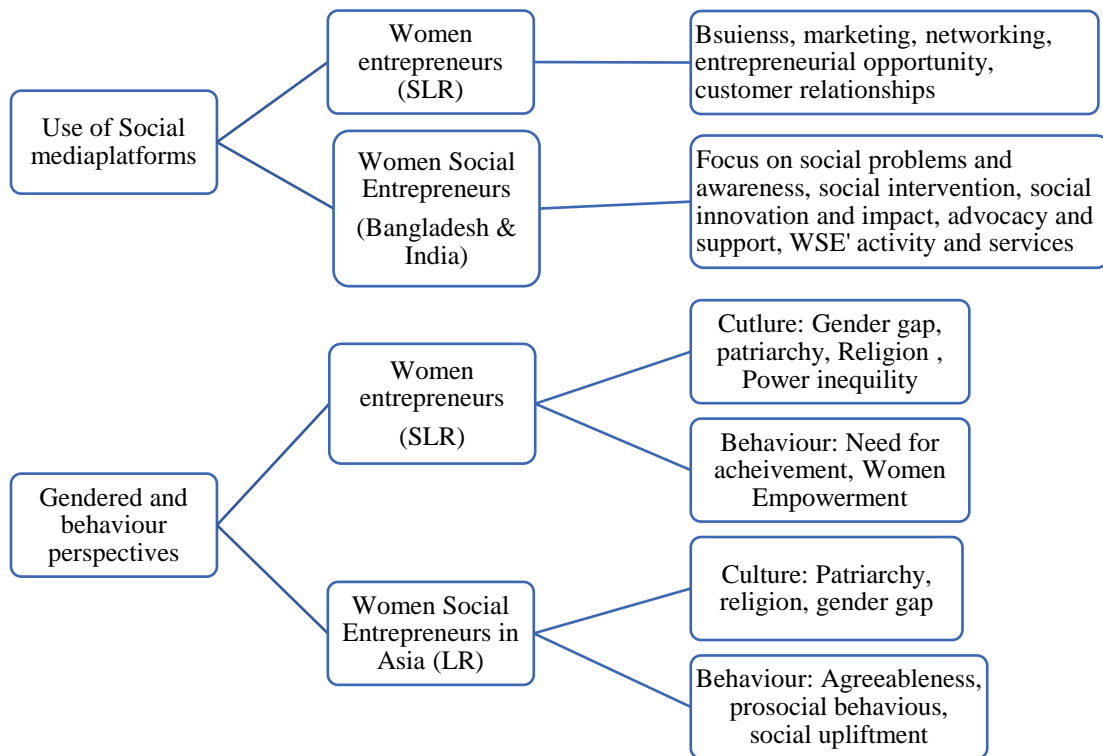


Figure 16. Findings from the study of women social entrepreneurs and social media uses

Figure 16 illustrated the cultural and behavioral pattern women entrepreneurs and women social entrepreneurs in South Asia. We explored the behavior of women entrepreneurs from SLR and reviewed literature for women social entrepreneurs in South Asia. We saw the subtle difference in between women entrepreneurs and women social entrepreneurs. We also discovered how this behavioral pattern influences their choice of social media uses and activity performed on social media platforms.

Figure 17 gives us overall idea of social media uses by women social entrepreneurs both in Bangladesh and India. This study also gives us an insight into activity performed on social media platforms for business and social business activities.

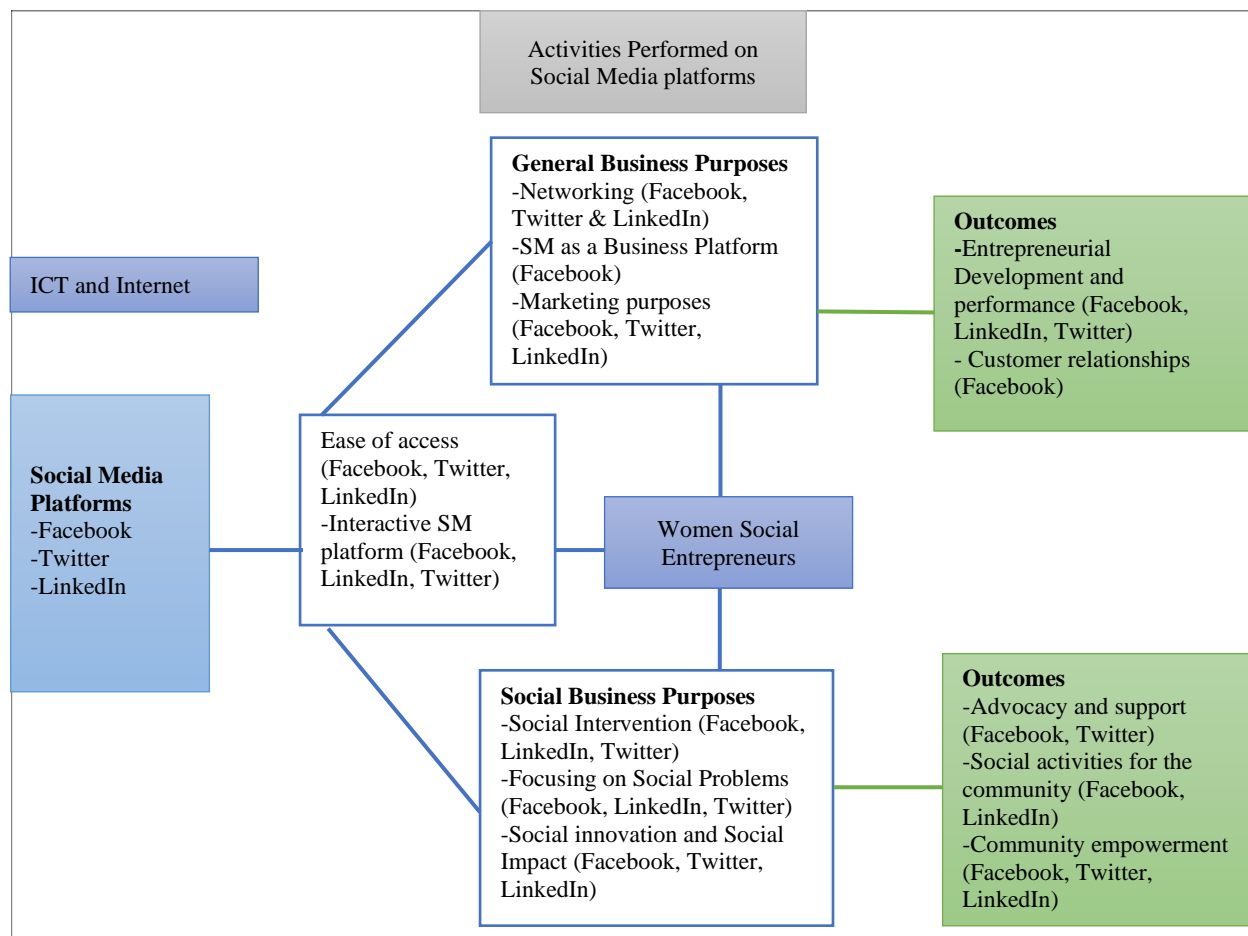


Figure 17. Women social entrepreneurs and use of social media platforms (Author's Own).

7.2 Implications for Practitioners

The findings of this study can provide insights to entrepreneurs, researchers, and practitioners to inform that social media platforms are cost-effective and interactive, and entrepreneurs can easily access this platform and utilize available information and resources about the market, audience, competitors, products, services, ideas, and social concerns. In addition, women social entrepreneurs use social media platforms for social purposes such as scanning for societal problems, involving themselves in social innovation, and initiating different programs and projects for intervention which create a strong bonding with audiences and can lead to empowerment. The influence of social media platforms is ubiquitous, and social media platforms are less expensive and interactive mediums of communication; social entrepreneurship is no exception from regular business and women social entrepreneurs can advantage of

using social media tools. Social entrepreneurs, irrespective of gender, can enrich their businesses by strategic adoption of social media platforms that unconditionally benefit social entrepreneurs to achieve their social mission.

7.3 Implication for policymakers

In emerging nations like South Asian countries, women seek necessity-driven entrepreneurial opportunities where gender inequality perpetuates (Mustafa & Treanor, 2022). Moreover, women social entrepreneurship is not celebrated as heroic or competitive because there is a lack of sufficient agency to help themselves, their families, and their communities (Marlow & McAdam, 2015). As a result, this study suggests several policies that can support women social entrepreneurs from a gendered perspective.

Depending on the endemic structural problem, biasness increases in accessing financial resources. As a result, women social entrepreneurs are deprived of loans and face difficulties (Tillmar, Ahl, Berglund, & Pettersson, 2022). Policymakers should focus on supporting women social entrepreneurs with a handsome amount of lending money and labor market information to keep them up to date about the financial sources. The government also can help women social entrepreneurs by connecting them to the network system that not only extends to the social business network but also helps to build a sustainable business. In that case, institutional support system (Chowdhury & Rabbani, 2013), positive attitude to women entrepreneurs, relevant education and training for business (Åstebro & Hoos, 2021) can increase self-efficacy of women to overcome social and cultural barriers (Sweida & Woods, 2015).

Since there are gender inequalities within households, communities, institutions, and legal systems, there should be a feminist entrepreneurship policy that can support women entrepreneurs considering the influence of gender embeddedness in the value creation processes that also include markets, management, motherhood, micro, and macro environment (Orser, 2022). Feminist entrepreneurship policy can help women entrepreneurs and social women entrepreneurs access the facilities that can empower them and equate them to their male counterparts.

Moreover, this study also draws the attention of government and policymakers to construct gender-oriented training and education programs for women entrepreneurs and women social

entrepreneurs so that they understand the financial market, capacity-building opportunities, market and business risk. This study also suggests that policymakers and the government should support female-friendly infrastructure that includes women in education, health, ecology, childcare, skill development, training, and workshop. Based on our study, entrepreneurship alone cannot defeat gender discrimination; policy-level intervention and implications such as gender action plans and institutional support for women entrepreneurs can ensure the development of women social entrepreneurship.

7.4 Scope of Future Research

The investigation of “An analysis of social media platforms: a perspective of women social entrepreneurs” explored the usage of social media platforms from the perspective of general business and social business intentions. The findings of the study showed that women social entrepreneurs comprehensively use social media platforms for general and social business activities. The result of the study is important for practitioners and policymakers so that different strategies can support social entrepreneurs for sustainable growth.

This study suggests some future research scopes. Researchers can study each social activity performed on social media platforms to observe the relationship between social activities such as social innovation, social intervention, and so forth. Besides that, government and researchers can conduct comprehensive research to see if the social business performance in Bangladesh and India relates to the national development of ICT, the Internet, and social media diffusion. In addition, how women social entrepreneurs use social media in the different business life cycles can be studied in the future. This study is also essential to show the importance of social media platforms that can help women social entrepreneurs in value creation, community engagement, and community empowerment. Besides that, women entrepreneurs can be aware of the importance of social media platforms that make them conscious about adopting suitable social media according to the social business mission.

There are several recommendations for an action plan. South Asian countries such as Bangladesh and India have unique cultural, social, and economic infrastructures and often collide with natural calamities (Rosca, Agarwal, & Brem, 2020). Moreover, the gender barrier plays a significant role in

accessing financial resources, networking, and decision-making processes in women businesses (Yunis, Hashim, & Sajida, 2020). To expedite women social entrepreneurship, policymakers must implement cohesive policies that support social and women social businesses through experimentation to the mature stage. Fear of failing can be a significant threat that impedes women from moving further because of insufficient resources (Ghosh, 2018). Various institutions such as government and financial companies can support and execute business activities smoothly.

As we know, cheap internet makes social media penetration fast; women social entrepreneurs need proper training and conciseness in optimally utilizing various social media platforms. It is not only about posts and shares; they need to develop strategies to build a compelling brand on social media sites. Considering the subtle differences on each social media platform, women entrepreneurs can make better decisions on how to impact the community or catch which audiences to serve social business purposes. Besides that, proper training, internet and ICT skills, and social media marketing skills can transform the social business that can impact society.

Moreover, intending to reach diverse and remote communities while announcing versatile services and programs, unless using social media, there are no such easy and available options for entrepreneurs. This study has developed several themes that drew attention to how women in the social business world dominated the social media platform for social business intentions. Several social media platforms have played a unique role in conveying the themes of social businesses. We need comprehensive knowledge of the outcomes of the relationships between social media and women social enterprises to gain deeper insights into how their initiatives impacted businesses before and after utilizing social media platforms. Depending on the nature of social business, how social media platforms leverage to achieve most of the outcomes for their businesses, and how online programs have benefitted the audiences should be observed to measure the social impacts. Even more, social entrepreneurs who work on sustainable development goals could utilize social media platforms to bolster social businesses that could keep them aligned with the national and international mission. An integrated approach can create the environment for sustainable social business.

7.5 Limitations of the Study

While the investigation revealed many aspects of the use of social media still, this study is not without limitations. From the outset of the study, a systematic literature review has built several themes, and analysis has been conducted further based on those themes. However, if we broaden the scope, we could discover more content regarding the study area. Such as, we could select more academic journals, conference papers, and articles that are not included in ABDC journals but are authentic and highly cited. In addition, we examined the websites to look specifically at how women entrepreneurs used social media platforms for their businesses.

Nevertheless, looking at each website page in a limited timeline was impossible. If we could closely look at different web pages, we would find more activities that would impact the performance of social media platforms. Next, we chose three selective social media platforms for the study: Facebook, Twitter, and LinkedIn; however, studying other social media platforms such as Instagram, YouTube, and WhatsApp could give us more detailed results about the engagement of social media platforms by women social entrepreneurs. For the convenience of the study, only 52 women social entrepreneurs were selected from Ashoka platforms in Bangladesh and India; if we could extend the sample size of the entrepreneurs and add more countries, the picture may be different from the analysis we have found now.

This research has been conducted from a single angle; if women entrepreneurs in social business were interviewed or involved in the analysis process, we could portray a more detailed picture of social media platforms' use and engagement.

7.6 Conclusion

Gender dimension and behaviour perspective are the game changer for women entrepreneurial opportunity in South Asia. We admit the gender perspective and our approach to the study is non-critical behavioral perspective that is culturally embedded and influence women for entrepreneurial initiatives. We explore that, to break the socio-economic barrier, women tend to embrace entrepreneurial journey. From starting to the growth of business we observed that social network plays important role for women.

To extend the network, women utilize various social media platforms to connect with customers, local community, government, national and international organizations. They also employ social media platforms for venture creation, marketing, networking, communicating with customers. To know further, how women social entrepreneurs use social media platforms. When we wanted to investigate how women social entrepreneurs use social media platforms in India and Bangladesh, we experienced that there is lack of knowledge. As we did not have adequate understanding how women social entrepreneurs use social media platform for their general and social business activities. Consequently, we applied systematic literature review and selected 36 academic papers after meeting inclusion and exclusion criteria to inspect how women entrepreneurs use social media platforms. After that, we also selected women social entrepreneurs' cases from Asoka-Changemaker-Asia and selected 52 cases after meeting inclusion and exclusion criteria. We again looked for 52 websites to know about social business activities, and 44 active women social entrepreneurs' cases to explore if social activities reflect on social media platforms.

Our study comprehends that, women social entrepreneurs use social media platforms for both general business and social business purposes. They utilize Facebook, Twitter, LinkedIn for networking, marketing, and communication purposes; where we saw Facebook was preferred for purely business and advocacy related activities. Women social entrepreneurs also benefitted from all social media platforms to disseminate information on social innovation, social intervention activities, community empowerment issues. This study saw different network dimensions. Facebook has perceived as dynamic networking hub, where LinkedIn is formal and professional networking platforms. The study also detected that Twitter has been used for national and international user-based communities.

Women social entrepreneurs induce economic development. Appropriate policy, training and education can support women to develop their businesses and acquire adequate information about different types of resources. While social media tools can be a powerful communication instrument where they can construct network, operate business activities without any social and cultural barriers.

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APPENDIX

I. Academic Papers Used for Systematic Literature Review

Title	Journal	Year	Summary	Author/authors	Cited by
“Bloody Wonder Woman!”: Identity performances of elite women entrepreneurs on Instagram	Human Relations	2022	In this article, researchers examine how highly privileged Australian women entrepreneurs perform their identities on Instagram.	Heizmann, H., & Liu, H. (2022).	17
Antecedents of women entrepreneurs’ performance: an empirical perspective	Management Decision	2022	This study investigates the antecedents of women entrepreneurs’ performance in an emerging economy. Based on the review of extant literature, six antecedents of women entrepreneurs’ performance, namely, motivation, networking, socio-cultural, business environment, training and development, and financials, were proposed and subsequently empirically examined.	Jha, P., & Alam, M. M. (2022).	-
Bios, mythoi, and women entrepreneurs: A Wynterian analysis of the intersectional impacts of the COVID-19 pandemic on self-employed women and women-owned businesses	International Small Business Journal	2020	This article adopts this ontological perspective to explore the effects of the COVID-19 crisis on UK self-employed women and women-owned businesses through an intersectional lens accounting for race, class, and gender.	Martinez Dy, A., & Jayawarna, D. (2020).	55
Barriers to rural women entrepreneurs in Oman	International journal of entrepreneurial behavior & research		The study focuses on women living in rural and mountain areas who aspire to move beyond their traditional family roles. It identifies several problems, including accessing funding for new ventures and innovative activities, a lack of skills-based training, and limited family support.	Ghouse, S., McElwee, G., Meaton, J., & Durrah, O. (2017).	76
Competencies of women entrepreneurs utilizing information marketing businesses	Journal of small business and enterprise development	2016	This paper aims to report the entrepreneurial competencies of women entrepreneurs who used information marketing businesses for their business-related education.	Revell-Love, C., & Revell-Love, T. (2016).	21
Developing an authentic personal brand using impression	Qualitative Market Research-B	2018	This paper aims to provide insight into how female entrepreneurs develop and communicate an authentic personal brand.	Thompson-Whiteside, H., Turnbull, S., &	61

management behaviors				Howe-Walsh, L. (2018).	
Digital girl: cyberfeminism and the emancipatory potential of digital entrepreneurship in emerging economies	Small Business Economics	2020	This paper examines women's engagement in digital entrepreneurship in emerging economies with restrictive social and cultural practices.	McAdam, M., Crowley, C., & Harrison, R. T. (2020).	49
Entrepreneurship research in the Middle East and North Africa: trends, challenges, and sustainability issues	Journal of Entrepreneurship in Emerging Economies	2021	This paper aims to offer a more exhaustive examination of the research concerning entrepreneurship characteristics in the Middle East and North Africa (MENA) region via a review of recent studies relevant to this topic. Research publications concerning entrepreneurship within the MENA region evidence growing interest in this field of study, with the potential to boost and drive future economic development and growth.	Aljuwaiber, A. (2020).	22
Female entrepreneurial networks and foreign market entry	Journal of Small Business and Enterprise Development	2017	This paper aims to explore the role of networks in the 116 foreign market entries (FMEs) of women-owned small businesses.	Rosenbaum, G. O. (2017).	34
Girl bosses, punk poodles, and pink smoothies: Girlhood as Enterprising Femininity	Gender, Work & Organization	2021	This paper aims to add to the broader field of feminist organization and entrepreneurship scholarship by introducing and theorizing girlhood as a distinct enterprising femininity. More specifically, the investigation shows how girlhood, now enjoying a prominent role in commercial culture, impacts the relationship between enterprising self and femininity due to girlhood's many non-entrepreneurial features.	Alexandersson, A., & Kalonaitye, V. (2021).	2
Interest free micro credit loans: Pakistani female entrepreneurs	Journal of Islamic Marketing-B	2019	The purpose of this study is to examine the impact of interest free micro credit loans on the lives and business of the female borrowers. experiment and implications were observed.	Amber, G. R., & Ejaz, L. (2019).	14
Keeping up the pace of digitalization in small businesses– Women entrepreneurs' knowledge and use of social media	International Journal of Entrepreneurial Behavior & Research	2021	This study aims to explore how women entrepreneurs in small businesses encounter digitalization and learn to use social media at work.	Olsson, A. K., & Iréne Bernhard. (2021).	30

On the Front Line of the Circular Economy: The Entrepreneurial, Identity, and Institutional Work of a Female Entrepreneur towards the Circular Transition	Work, Employment and Society	2022	This article traces the experiences of Vicky, a female entrepreneur who runs a circular business that produces swim and activewear from regenerated fishing nets.	Bozkurt, Ö., Xheneti, M., & Vicky. (2022).	1
Pivoting to stay the course: How women entrepreneurs take advantage of opportunities created by the COVID-19 pandemic	International Small Business Journal	2020	The authors conducted a study on the Diana International Research Institute (DIRI) to identify business model pivots in women-owned businesses and conclude by offering a set of gendered future research questions.	Manolova, T. S., Brush, C. G., Edelman, L. F., & Elam, A. (2020).	131
Psychological empowerment of women entrepreneurs: a netnographic study on twitter	Management Research Review	2022	The purpose of this paper is to focus on the dimensions of women's psychological empowerment, and by improving these dimensions, it will ultimately strengthen empowerment of women entrepreneurs which will help to attain the SDGs results such as gender parity, reducing poverty and social disequilibrium.	Chakraborty, U., & Biswal, S. K. (2021).	1
Reformulating the empowerment process through women entrepreneurship in a collective context	International Journal of Entrepreneurial Behavior & Research	2022	The purpose of this study is to develop an empirically informed framework to analyze women empowerment and entrepreneurship, contextualized within a collective society.	Ng, P. Y., Wood, B. P., & Bastian, B. L. (2022).	2
Sam's Cake Factory—A Delectable Journey of a Woman Entrepreneur	Asian Journal of Management Cases	2016	The case reflects on the life of a woman entrepreneur, Sumaira Waseem, who had set up an online cake business by the name of Sam's Cake Factory. The case is extremely pertinent because of the dearth of literature available on female entrepreneurs in Pakistan. It aims to shed light on the mushroom growth of the women-led online business sphere in Pakistan.	Zulfiqar, S., Sohail, K., & Qureshi, M. S. (2016).	3
Smartphone-based m-shopping behavior and innovative entrepreneurial tendency among women in emerging Asia	International Journal of Gender and Entrepreneurship	2020	This paper aims to explore the ubiquitous role of the smartphone in expanding entrepreneurial opportunity among women in emerging Asia. This study attempted to explore the hidden issues behind increased innovative entrepreneurial tendency.	Syed Far, A. H., Nurunnabi, M., Hussain, K., & Xu, S. (2020).	14

Social media and entrepreneurship research: A literature review	International Journal of Information Management	2020	This study systematically reviews research carried out in the domain of social media and entrepreneurship. A total of 160 papers, published between 2002 and 2018 were synthesised to identify critical theories and research methods used in the domain.	Olanrewaju, A. S. T., Hossain, M. A., Whiteside, N., & Mercieca, P. (2020).	229
Strategic use of digital promotion strategies among female emigrant entrepreneurs in UAE	International Journal of Emerging Markets	2018	The purpose of this paper is to examine the strategic use of social media and chat applications of women entrepreneurs to promote their businesses.	Jose, S. (2018).	36
Sustainable tourism development in rural and marginal areas and opportunities for female entrepreneurship: lessons from an exploratory study	Worldwide Hospitality and Tourism Themes	2020	The purpose of this paper is to analyse the role of female entrepreneurs in the development of sustainable tourism in marginal rural mountain areas.	Martini, U., Malacarne, K., Silvia, P. G., & Buffa, F. (2020).	15
Women entrepreneurs' digital social innovation: Linking gender, entrepreneurship, social innovation and information systems	Information Systems Journal	2021	This article responds to increasing discourses on digital social innovation (DSI) from the perspectives of women entrepreneurs. Using the individual differences theory of gender and information technology (IDTGIT), this research explores how digital technology is used by women entrepreneurs to create opportunities in response to the challenges associated with individual identity, individual influences, social influences and structural influences.	Suseno, Y., & Abbott, L. (2021).	16
Entrepreneurship via social networks – “connected woman” in Lebanon	Qualitative Market Research: An International Journal	2020	The purpose of this paper is to extend understanding of marketing in MENA by investigating how women entrepreneurs use social networking sites (SNS) in marketing their businesses in Lebanon.	Lichy, J., Farquhar, J. D., & Kachour, M. (2020).	5
Exploring the impact of COVID-19 pandemic on women entrepreneurs in Pakistan	International Journal of Gender and Entrepreneurship	2021	The purpose of this paper is to explore the impact of COVID-19 lockdown on micro-businesses owned by women borrowers of microfinance institutions.	Mustafa, F., Khursheed, A., Fatima, M., & Rao, M. (2021).	23
Determinants of innovation decisions among Emirati female-owned small and medium enterprises		2019	The purpose of this study is to investigate the factors that influence the innovation decisions of Emirati women-owned small and medium-sized enterprises (SMEs).	Jabeen, F., Mohd, N. F., Matroushi, H. A., & Farouk, S. (2019).	27

Women Managers and Entrepreneurs and Digitalization: On the Verge of a New Era or a Nervous Breakdown?	Technology Innovation Management Review	2019	The purpose of this article is to examine how female managers and entrepreneurs are employing digital technologies in their working and private lives and what they think about digitalization.	Rajahonka, M., & Villman, K. (2019).	27
Women MSMEs in times of crisis: challenges and opportunities	Journal of Small Business and Enterprise Development	2020	This study addresses the impact of the corona crisis on the performance of women small- to medium-sized enterprises (MSMEs) and explores the adopted innovative strategies by these women to stay in their businesses.	Sultan, S., & Sultan, W. I. (2020).	37
Marketing management and optimism of Afghan female entrepreneurs	Journal of Entrepreneurship in Emerging Economies	2019	This paper aims to investigate the relationship between one aspect of entrepreneurial psychological capital – optimism regarding enterprise success of Afghan female entrepreneurs – and aspects of the marketing function.	Wafeq, M., Serhan, O. A., Gleason, K. C., Dasanayaka, S., Houjeir, R., & Sakka, M. A. (2019).	3
Life on heels and making deals: A narrative approach to female entrepreneurial experiences in the UAE	Management Decision	2015	The purpose of this paper is to discuss issues related to entrepreneurial undertakings of women in the United Arab Emirates (UAE) with the purpose of contributing to the development of context-dependent knowledge of entrepreneurship.	Bodolica, V., & Spraggon, M. (2015).	28
Saudi female innovators as entrepreneurs – theoretical underpinnings	International Journal of Gender and Entrepreneurship	2019	The purpose of this paper is to point to theoretical underpinnings in female entrepreneurial and innovative activity and to examine success factors for female entrepreneurial innovators in the context of the Kingdom of Saudi Arabia (KSA).	Raija, P. K. (2019).	12
The impact of gender and culture on networking and venture creation	Cross Cultural & Strategic Management	2017	The purpose of this paper is to examine how gender and culture affect business creation, how women perceive social capital, and how important their personal networks are for their businesses, especially in the context of patriarchal societies.	Kalafatoglu, T., & Mendoza, X. (2017).	48
Barriers to rural women entrepreneurs in Oman	International Journal of Entrepreneurial Behaviour & Research	2017	The study focusses on women living in rural and mountain areas who aspire to move beyond their traditional family roles. It identifies several problems including accessing funding for new ventures and innovative activities, a lack of skills-based training and limited family support.	Ghouse, S., McElwee, G., Meaton, J., & Durrah, O. (2017).	76
Role of ICT in emancipation of	Journal of Enterprisin	2021	This study aims to propose that if women have adequate internet skills,	Shukla, A., Kushwah, P.,	7

digital entrepreneurship among new generation women	g Communities		namely, operative, informational and creative skills, their entrepreneurial intentions will be high.	Jain, E., & Sharma, S. K. (2021).	
Learning experiences of women entrepreneurs amidst COVID-19	International Journal of Gender and Entrepreneurship	2021	COVID-19 pandemic impacted on routine life and the business world. In this challenging condition, the survival of the small business was at high risk. Following experiential learning theory, the purpose of this paper is to explore women's entrepreneurial learning obtained during the COVID-19 pandemic, the challenges experienced by them, and strategies undertaken to transform businesses.	Afshan, G., Shahid, S., & Muhammad, N. T. (2021).	49
Female entrepreneurial networking in the marketing services sector	Qualitative Market Research	2018	The study aims to address this gap by exploring how self-employed female services marketers build, use and value networks over the lifetime of their business.	Foster, C., & Brindley, C. (2018).	8
Social media's impact on the empowerment of women and youth male entrepreneurs in Egypt	International Journal of Gender and Entrepreneurship	2021	This study aims to examine the impact of social media (SM) on the creation of digital entrepreneurship by female (irrespective of age) and youth male (aged 18–29 years) entrepreneurs.	Miniesy, R., Elshahawy, E., & Fakhreldin, H. (2021).	1

II. Cases of Women Entrepreneurship and Use of Social Media Platforms Found in SLR

No	Author/Authors and Author	Location	Women Entrepreneurship (WE)/ Business	Business Type	Social Media Platforms	Reason for using SM Platforms
1	Wafeq, M., Serhan, O. A., Gleason, K. C., Dasanayaka, S., Houjeir, R., & Sakka, M. A. (2019).	Afghanistan	248 WE in Afghanistan		Facebook Instagram Twitter	Business Marketing Social Network
2	Suseno, Y., & Abbott, L. (2021).	Perth, Australia	17 women entrepreneurs	Digital innovation	Social media platform Blogging Facebook	Social innovation Solving societal problem Marketing Networking
3	Heizmann, H., & Liu, H. (2022).	Australia	8 WE	Technology Events Fashion Media Beauty Health	Instagram	Marketing, Networking Long term customer relationship Interactivity on the SM platform
4	Saju Jose. (2018)	Bangladesh India Sri Lanka Pakistan	4 Women Entrepreneurs 13 Women Entrepreneurs 2 Women Entrepreneurs 1 Women Entrepreneur		Facebook, WhatsApp Flickr	Networking, Business, marketing, long term customer relationships, Marketing, interactive SM platform
5	Chakraborty, U., & Biswal, S. K. (2021)	India	Women Entrepreneurs who won The Women Transformation India (TWTI)		Twitter	Women Empowerment
	Shukla, A., Kushwah, P., Jain, E., & Sharma, S. K. (2021)	India	Nisha Radhika Suchi Richa Falguni		ICT, YouTube, Internet of Thing (IoT)	Women Empowerment
6	Syed Far, A. H., Nurunnabi, M., Hussain, K., & Xu, S. (2020).	Emerging Asia	265 entrepreneurs in different region in Asia		Social media Platform	Marking Entrepreneurial development

7	Rosenbaum, G. O. (2017).	Denmark	Eight WE who are entering in France, Finland Germany Greenland Norway New Zealand Sweden	Apparel Clothing Apparel accessories	ICT, Internet, social media	Business, International business, Networking
	Olsson, A. K., & Bernhard, I. (2020).	Western Sweden	WE in Tourism Industry	Tourism Industry	ICT, internet, Facebook, Instagram, Snapchat	Networking, Business platform, long term customer relationships Collaboration
	Rajahonka, M., & Villman, K. (2019)	South Savo, Finland	Female Entrepreneurs in specific industry	Consulting, Health wellbeing, and other services	Social Media Platform	Marketing, Networking
8	Aljuwaiber, A. (2021)	MENA Region (Middle East and North Africa, Arab states)	25 female entrepreneurs	Food, accessories, retail and service industries	Social Media Platform	Marketing
9	Kalafatoglu, T., & Mendoza, X. (2017)	Turkey	Female Entrepreneurs		Facebook, Instagram	Business, Marketing
10	Miniesy, R., Elshahawy, E., & Fakhreldin, H. (2022)	Egypt	Female Entrepreneurs	MSME	WhatsApp	Business, Marketing Women Empowerment
11	Lichy, J., Farquhar, J. D., & Kachour, M. (2021)	Lebanon	Judy Farah Sarah Elham Ola Nadia Malak Mervat Samia Zeinab Mariam Rima Ibtissam Randa	Clothing Accessories entrepreneur -Beauty and wellness entrepreneur -Ola (clothing and Accessories entrepreneur) - Beauty and wellness entrepreneur -Catering Entrepreneur - Clothing Accessories entrepreneur	Contribution of internet WhatsApp, Facebook	Social Networking, marketing, Creating long term customer relation
12	Ghouse, S., McElwee, G., Meaton, J., & Durrah, O. (2017).	Oman	Sarah Sheikha Hyat Salma	Sports and recreation Apparel Beauty treatment Catering	WhatsApp Twitter, YouTube, Instagram, WhatsApp, Facebook	Networking Business Creation

			Jamila	Tourism	Snapchat	
13	Amber, G. R., & Ejaz, L. (2019)	Pakistan	Naila Rida Fizza Gohar	Clothing Clothing (Kids) Catering School	Understanding of social media	
	Zulfiqar, S., Sohail, K., & Qureshi, M. S. (2016).	Pakistan	Sumaira Waseem	Food and delivery service Cake factory	Social media Facebook	Customer relationship Business, Marketing
	Mustafa, F., Khursheed, A., Fatima, M., & Rao, M. (2021).	Pakistan	7 WE		Social Media Platform	Social media marketing, Networking,
	Afshan, G., Shahid, S., & Tunio, M. N. (2021).	Sub-urban area in Pakistan	Women Entrepreneurs in Sub-urban areas		Facebook, WhatsApp, Yahoo	Business promotion
14	Sultan, S., & Sultan, W. I. M. (2020)	Palestine	250 WE	MSME	Social Media Platform	Networking, Business Marketing
15	A) McAdam, M., Crowley, C., & Harrison, R. T. (2020).	Kingdom of Saudi Arabia (KSA)	6 WE	SME	Twitter, YouTube	Networking, Business Creation
16	Martini, U., Malacarne, K., Pederzoli Giovanazzi, S., & Buffa, F. (2020)	Trentino, Italy	11 businesswomen	Sustainable mountain tourism social media platform		Network Social innovation Marketing
17	A) Jabeen, F., Faisal, M. N., Al Matroushi, H., & Farouk, S. (2019)	UAE	50 Emirati WE	SMEs	Social Media Platform	Networking Marketing
	B) Ng, P. Y., Wood, B. P., & Bastian, B. L. (2022).	UAE	Aisha Salama Ghada, Faezya, Noura, Muna, Pure, Shaikah, Amal, Fatima, Meera, Mariam, Shamsa	Beauty products Fashion Handicraft Tailor Event organizer Emirati restaurant Software, Interior design, architecture, Tailor, Abaya and design Flower shop		Networking, Business, Long term customer relationships
	Bodolica, V., & Spraggon, M. (2015)	UAE	Claire Georgie	Easy Living Jute Couture EnviroSax	Social Media Platform	Social Media Networking

					Facebook, Twitter	
	Thompson-Whiteside, H., Turnbull, S., & Howe-Walsh, L. (2018).	United Kingdom (UK)	11 female business owners		Twitter Facebook Instagram	Marketing Branding
	Foster, C., & Brindley, C. (2018).	United Kingdom (UK)	26 WE in SME		LinkedIn Twitter Facebook	Networking Business Creation
19	A) Alexandersson, A., & Kalonaityte, V. (2021).	The United State of America (USA)	Girlboss and <i>Her</i> , Nasty Gal-Sophia Amoruso	Women-only network Professional and personal development	Instagram Twitter	International Business, Networking
	B) Bozkurt, Ö., Xheneti, M., & Vicky. (2022).	USA	Vicky-Swim Happy	The circular business	Facebook, Instagram, Twitter	Networking

III. Women Social Entrepreneurs in Bangladesh and India from Ashoka Foundation

No.	Name of Social Entrepreneurship in Bangladesh	Name of Founder/Founders	Focus Area	Use of digital platform and social media platform	Website link
1	Awaj Foundation	Nazma Akther	NGO/Garments Workers' right	Facebook/ Twitter/ YouTube/Website	http://awajfoundation.org/
2	Acid Survivors Foundation	Monira Rahman	Action against acid attack	YouTube/LinkedIn/Instagram/Website	https://acidsurvivors.org/
3	Association for Community Development	Salima Sarwar	Empowerment of Women	Facebook/website /Twitter/ Instagram/Tumblr	https://acdbd.org/
4	Bangladesh Institute of Planners	Salma Awwal Shafi	Affordable housing	Facebook/website /YouTube/LinkedIn	https://www.bip.org.bd/
5	Friendship	Runa Khan	User-friendly" goal-oriented textbooks	Facebook/website /Twitter/ Instagram/LinkedIn	https://friendship.ngo/about-us/
6	Nari Uddug Kendra (NUK)	Mashuda Khatun Shefali	Women's empowerment agenda	Facebook/Website	https://nuk-bd.org/
7	PFDA Vocational Training Centre Trust	Sajida Rahman Danny	Autism Spectrum Disorder	Website/Facebook/LinkedIn	http://pfda-vc.org/
8	Phulki	Suraiya Haque	Child Care	Facebook/website /Twitter/ Instagram/Pinterest	https://phulki.org/

9	Shakti Foundation	Humaira Islam	Empowerment of disadvantaged women	Facebook/Website/Twitter/ YouTube	https://www.shakti.org.bd/
10	Subrata Trust	Salina Akhter	Elderly housing and care	Facebook/Website/YouTube	https://subarta.org/
11	TMSS Medical College	Hosne Ara Begum	Health, Education and Microfinance	Facebook/YouTube/Website	https://tmssmedicalcollege.com/
No	Name of Social Entrepreneurship in India	Name of Founder/Founders	Focus Area	Use of digital platform and social media platform	Website link
12	Adhyayan	Kavita Anand	Education	Facebook/Twitter/YouTube/Website	https://www.adhyayan.asia/
13	Anjali	Ratnaboli Ray	Mental Health	Facebook/Twitter/YouTube/Website	https://www.anjalimhro.org/
14	Arogya World	Nalini Saligram	Health	Facebook/Twitter/Instagram/LinkedIn/Website	https://arogyaworld.org/
15	AMBA	Sugandha Sukrutaraj	Training & Business Hub for disabilities	Facebook/Twitter/Website	http://www.ambaforlife.org/landing
17	Bapu Trust	Bhargavi Davar	Mental Health	Facebook/Twitter/Instagram/Website	https://bapustrust.com/
18	BarrierBreak	Shilpi Kapoor	elimination of discrimination	Facebook/Twitter/LinkedIn/Website	https://www.barrierbreak.com/
19	Blank Noise	Jasmeen Patheja	End to Victim blame	Twitter/Instagram/LinkedIn/TedTalks	https://www.jasmeenpatheja.com/
20	Childline India Foundation	Jeroo Billimoria	Protection from child abuse	Facebook/Twitter/Instagram/LinkedIn/Kooapp/YouTube/Website	https://www.childlineindia.org/
21	Conserve India	Anita Ahuja	Environment	Twitter/Instagram/Pinterest/Website	https://conserveindia.org/
22	Dignity Foundation	Sheilu Srinivasan	Senior citizen	Facebook/Twitter/Instagram/LinkedIn/YouTube/Website	https://www.dignityfoundation.com/
23	Doorstep School	Beena Sheth Lashkari	Education	Facebook/Twitter/Instagram/YouTube/Website	https://www.doorstepschool.org/pune/
24	EKAM foundation	Balijepalli Sailakshmi	Health/Children	Facebook/Twitter/Instagram/LinkedIn/YouTube/Website	https://www.ekamoneness.org/
25	Shamrik Elgar (The Worker's Push)	Paromita Goswami	developing rural community	Website	https://elgarprathisan.org/
26	Gurukula Botanical Sanctuary	Suprabha Seshan	Saving natural habitat	Website/Facebook	https://www.gbsanctuary.org/
27	Impulse Social Enterprises	Hasina Kharbhiih	Clothing (Brand), Community	Facebook/Twitter/Website	https://www.impulsesocialenterprises.com/
28	Kathalaya Academy of Stories	Geeta Ramanujam	the art of storytelling	Facebook/Twitter/Instagram/YouTube/Website	https://www.kathalaya.org/

29	Kolkata Sanved	Sohini Chakraborty	Dance Movement Therapy	Blog/Facebook/Twitter/YouTube/Website	https://kolkatasanved.org/
30	Majlis	Flavia Agnes	Women protection form violence	Facebook/Instagram/LinkedIn/website	https://majlislaw.com/
31	Manas Foundation	Monica Kumar	Mental Health	Facebook/Twitter/Instagram/ LinkedIn	https://manas.org.in/
32	Masoom	Nikita Ketkar	Education	Facebook/Twitter/Instagram/LinkedIn/YouTube/Website	https://www.masoomeducation.org/
33	Nishitha	Mina Das	Empowering Women	Facebook/Twitter/Website	http://www.nishitha.org.in/
34	Pravah	Ashraf Patel	Education	Facebook/LinkedIn/YouTube/ Instagram	https://www.pravahindia.org/
35	Protsahan India Foundation	Sonal Kapoor	Children care (girl)	Facebook/Twitter/Instagram/YouTube/LinkedIn/Website	https://protsahan.co.in/
36	Ruchika Social Service Organization	Inderjeet Khurana	Children	Facebook /Website	https://ruchika.org/
37	Sahayam	Beena Chintalapuri	Mental Health	Facebook/Twitter/YouTube/Website	http://sahayamou.org/index.php
38	SETU	Minal Doshi	Health	Facebook/Website/WhatsApp	https://setucdc.com/
39	SNEHA	Armida Fernandez	Maternal and neonatal health	Facebook/Twitter/Instagram/LinkedIn/YouTube/Website	https://snehamumbai.org/
40	Ecosphere	Ishita Khanna	Environment	Blog/Facebook/Twitter/YouTube/Website	http://www.spitiecosphere.com/
41	Stree mukti sanghatana	Jyoti Mhapsekar	Women empowerment	Facebook/Twitter/Instagram/LinkedIn/Website	https://streemuktisanghatana.org/
42	Swayam	Anuradha Kapoor	Women/ public education	Facebook/Twitter/YouTube/Instagram/Website	https://swayam.info/
43	Tala	Shivani Siroya	Financial Service	Facebook/Twitter/Instagram/LinkedIn/Website	https://tala.co/about/
44	The Asha Foundation	Glory Alexander	Health	Facebook/YouTube/Website	https://ashaf.org/
45	The Banyan	Vandana Gopikumar	Mental Health	Facebook/Twitter/Instagram/LinkedIn/Website	https://thebanyan.org/
46	The Digital Study Hall	Urvashi Sahni	Education	Website	https://www.digitalstudyhall.in/
47	The Red Door	Reshma Valliappan	Mental Health	Facebook/Twitter/Instagram/YouTube/Website/	https://www.thereddoor.co.in/
48	The Youth Parliament Foundation (TYPF)	Ishita Chaudhry	Youth Leadership	Facebook/Twitter/Instagram/LinkedIn/YouTube/Website	https://theypfoundation.org/
49	Ummeed	Vibha Krishnamurthy	integrated medical and therapeutic support system	Facebook/Twitter/Instagram/Website	https://ummeed.org/
50	V-Care Foundation	Vandana Gupta	Cancer care	Facebook/Twitter/Instagram/YouTube/Website	https://vcarecancer.org/

51	Vicharata Samuday Samarthan Manch (De-notified Tribes Collective Platform)	Mittal Patel	Tribal Settlement	Facebook/Instagram/Twitter/YouTube/Website	https://www.vssm-india.org/
52	Wildlife Protection Society of India	Belinda Wright	Wildlife protection	Facebook/Website	http://www.wpsi-india.org/wpsi/index.php

IV. Links of Social Media Platforms

Social Entrepreneurship	Facebook	LinkedIn	Twitter
Bangladesh			
Awaj Foundation <i>Similar activities</i>	https://www.facebook.com/awajfoundation.org	X	https://twitter.com/Awaj_fdn
Acid Survivors Foundation <i>Similar activities</i>	https://www.facebook.com/acidsurvivorsbd/	X	https://twitter.com/BDASF
Association for Community Development	https://www.facebook.com/ACDBangladesh	X	X
Bangladesh Institute of Planners <i>Similar activities</i>	https://www.facebook.com/bipinfo	https://www.linkedin.com/in/bangladesh-institute-of-planners-bip-024319205/	X
Friendship <i>Similar activities</i>	https://www.facebook.com/friendshipngo/	https://www.linkedin.com/company/friendshipngo/	https://twitter.com/friendship_ngo
Nari Uddug Kendra (NUK)	https://www.facebook.com/nariuddug/posts/1029758333807655 Last activity-2016	X	X
PFDA Vocational Training Centre Trust	https://www.facebook.com/pfdavtc.org/	https://www.linkedin.com/in/sajida-rahman-danny-926a2319b/?originalSubdomain=bd	X
Phulki	https://www.facebook.com/phulkibd	https://www.linkedin.com/company/phulki/about/ No recent post	X
Shakti Foundation	https://www.facebook.com/SFDWbd	https://www.linkedin.com/company/sfdwbd/about/	X
Subarta	https://www.facebook.com/subartahome/	X	X

TMSS Medical College	https://www.facebook.com/tmssmedicalcollege	X	X
India			
Adhayan <i>Similar activities</i>	https://www.facebook.com/adhyayan.asia/	https://www.linkedin.com/company/adhyayan-quality-education-services/posts/?feedView=all	https://twitter.com/AdhyayanEd?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor
Anjali	https://www.facebook.com/AnjaliMHRO/	X	https://twitter.com/AnjaliMHR Last activity-2021
Arogya World	https://www.facebook.com/ArogyaWorld/	https://www.linkedin.com/company/arogyaworld/ No latest post	https://twitter.com/ArogyaWorld Activity -high
AMBA	https://www.facebook.com/ambaforlife/?ref=aymt_homepage_panel	X	https://twitter.com/AmbaLife Last activity-2018
Bapu Trust	https://www.facebook.com/bapustrustseher.pune	https://www.linkedin.com/in/bapu-trust-85a997219/recent-activity/ No activity	X
Barrier Break <i>Similar activities</i>	https://www.facebook.com/BarrierBreakSol/	https://www.linkedin.com/company/barrierbreak-technologies/	https://twitter.com/Barrierbreak
Blank Noise	X	https://www.linkedin.com/in/jasmeenpatheja/	https://twitter.com/jasmeenpatheja
Childline India Foundation	https://www.facebook.com/ChildlineIndiaFoundation/	https://www.linkedin.com/company/childline-india-foundation/	https://twitter.com/CHILDLINE1098 Last Activity 2021
Dignity Foundation	https://www.facebook.com/DignityFoundation	https://www.linkedin.com/company/dignity-foundation/?trk=company_name	https://twitter.com/Dignityforaged
Doorstep School	https://www.facebook.com/doorstepschool	X	https://twitter.com/DoorStep_School Last activity 2019
EKAM <i>Similar activities</i>	https://www.facebook.com/EkamFoundation/	https://www.linkedin.com/company/ekamfoundation/	https://twitter.com/ekamchennai
Gurukula Botanical	https://www.facebook.com/gurukulabotanicalsanctuary/	X	X
Impulse Social Enterprises	https://www.facebook.com/impulsesocialenterprises/	X	https://twitter.com/impulseempower Last activity-2021
Kathalaya Academy of Stories	https://www.facebook.com/kathalaya/	X	https://twitter.com/kathalaya?lang=en

			Twitter has high activity
Kolkata Sanved <i>Similar activities</i>	https://www.facebook.com/kolkatasanved/	X	https://twitter.com/KolkataSanved
Majlis	https://www.facebook.com/majlis.law	https://www.linkedin.com/company/majlis-legal-centre/posts/?feedView=all (No recent post)	X
Manas Foundation <i>Similar activities</i>	https://www.facebook.com/ManasfoundationDelhi/	https://www.linkedin.com/company/manas-foundation/posts/?feedView=all	https://twitter.com/ManasFoundation
Masoom <i>Similar activities</i>	https://www.facebook.com/MasoomEducation/	https://www.linkedin.com/company/masoom-lighting-up-night-schools/posts/?feedView=all	https://twitter.com/masoomeducation
Pravah <i>Similar activities</i>	https://www.facebook.com/pravahdelhi/	https://www.linkedin.com/company/pravah/	https://twitter.com/Pravah01
Protsahan India Foundation	https://www.facebook.com/NGOProtsahan	https://www.linkedin.com/company/protsahan-india-foundation/	https://twitter.com/NGOProtsahan (Twitter has more awareness activities) More business-oriented activity such as training, graduation ceremony of students.
SETU	https://www.facebook.com/setucdindia/	X	X
SNEHA <i>Similar activities</i>	https://www.facebook.com/SnehaMumbai	https://www.linkedin.com/company/society-for-nutrition-education-and-health-action-sneha/	https://twitter.com/SNEHAMumbai
Spiti Ecosphere	https://www.facebook.com/EcosphereIndia Very latest update	X	https://twitter.com/SpitiEcosphere
Stree mukti sanghatana <i>Similar activities</i>	https://www.facebook.com/StreeMuktiSanghatana/	https://www.linkedin.com/in/stree-mukti-sanghatana/recent-activity/	https://twitter.com/stree_mukti
Swayam	https://www.facebook.com/swayammoocs	X	https://twitter.com/swayamkolkata
TALA		https://www.linkedin.com/company/tala-mobile/posts/?feedView=all	https://twitter.com/talamobile

		More active than Twitter	
The Asha Foundation	https://www.facebook.com/theashafoundation/	X	X
The Banyan	https://www.facebook.com/TheBanyanBALM/	https://www.linkedin.com/company/the-banyan/posts/?feedView=all	https://twitter.com/banyanbalm
The Red Door	https://www.facebook.com/TheRedDoor.in		https://twitter.com/TheRedDoorIndia Twitter is latest
The Youth Parliament Foundation (YYPF)	https://www.facebook.com/theypfoundation/	https://www.linkedin.com/company/theypfoundation/	https://twitter.com/TheYYPFoundation Twitter focuses on achievement
Ummeed	https://www.facebook.com/CDC.Ummeed/?f=ts Latest update	X	https://twitter.com/ummeedcdc?lang=en
V-Care Foundation	https://www.facebook.com/vcarefoundationindia	X	https://twitter.com/vcare24
Vicharata Samuday Samarthan Manch	https://www.facebook.com/mittal.patel.5836	X	https://twitter.com/Mittal4Nomads
Wildlife Protection Society of India	https://www.facebook.com/Wildlifeprotectionsocietyofindia/		

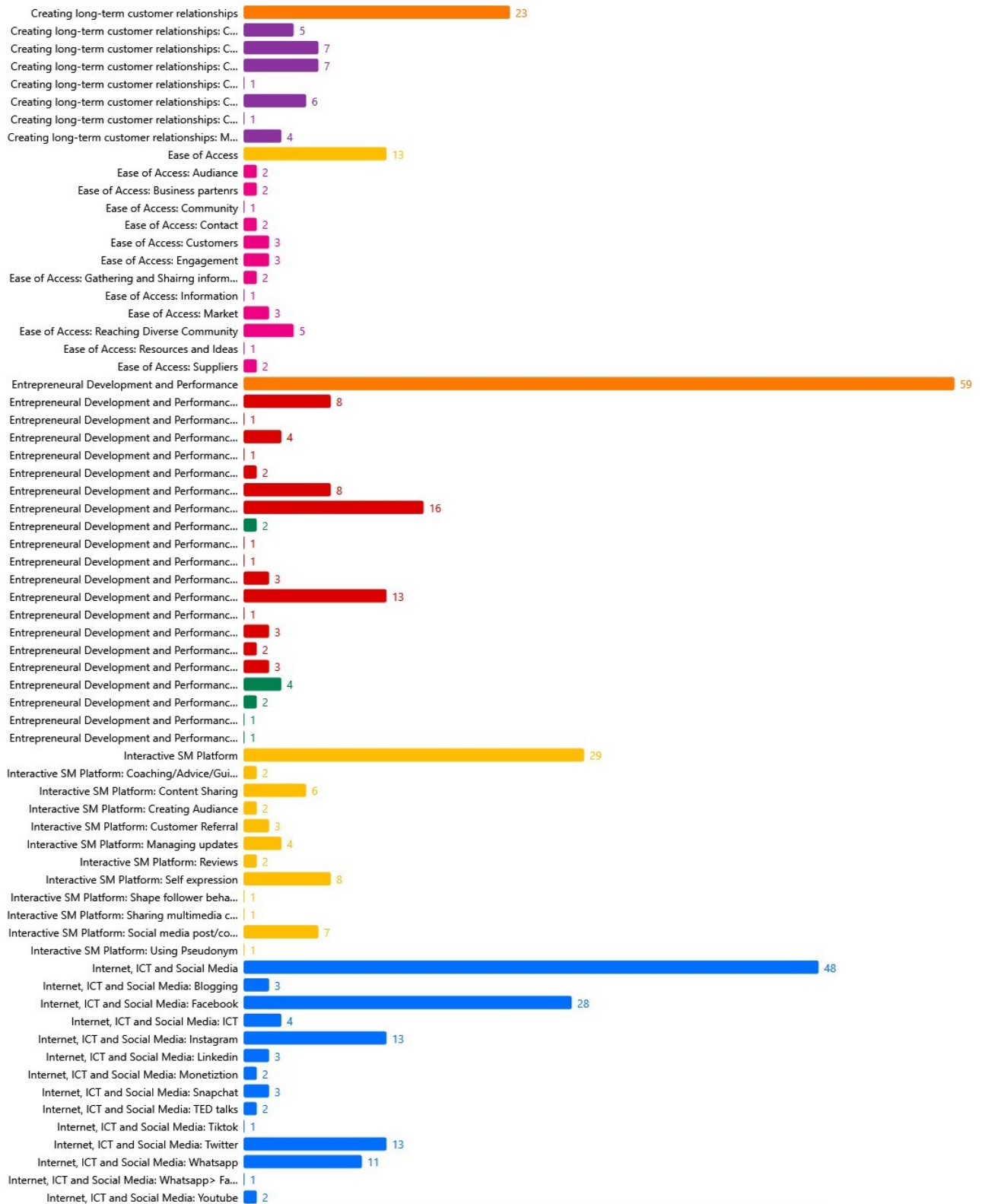
V. Intervention Programs and Projects

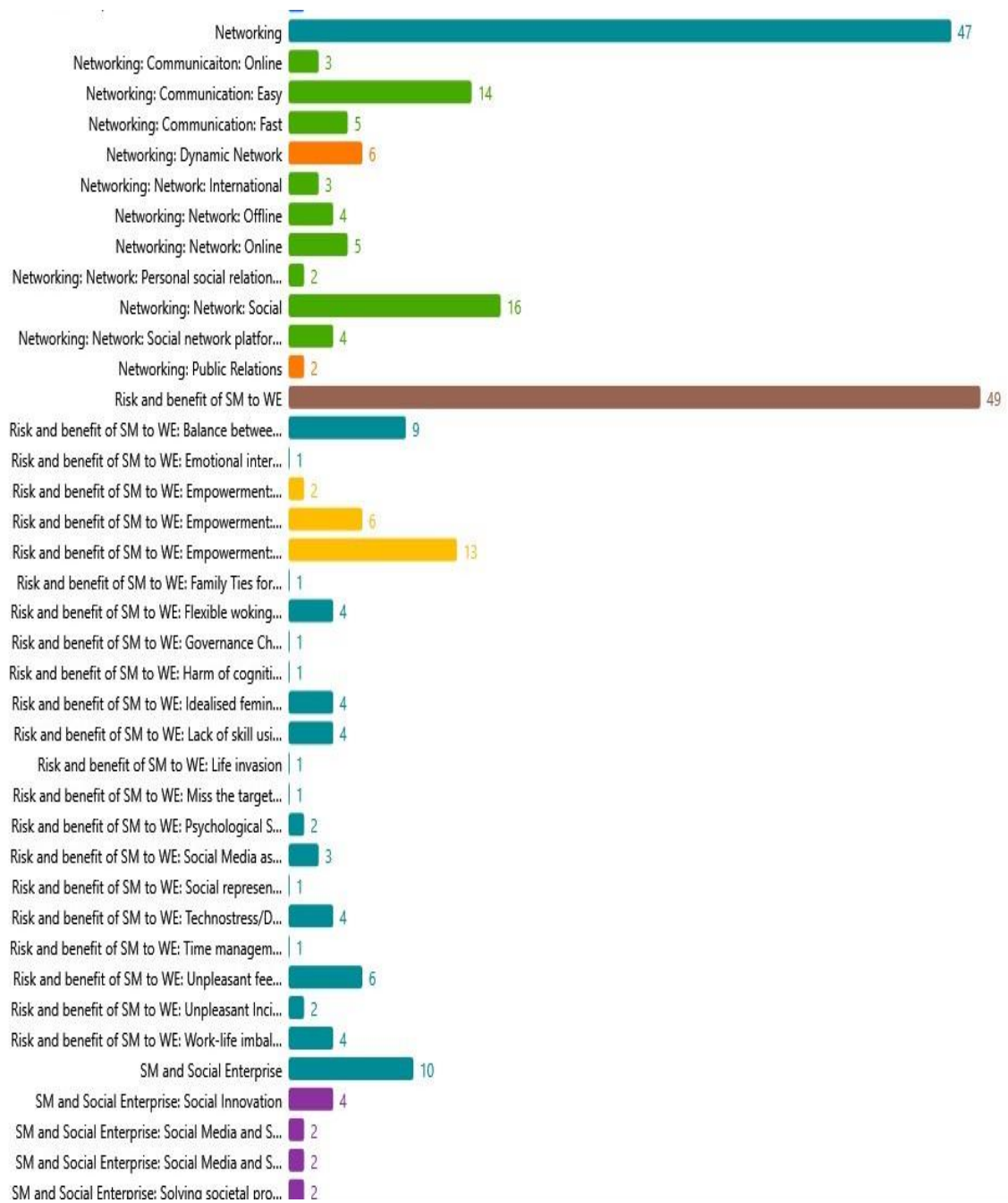
No.	Social Entrepreneurship	Bangladesh
1	Awaj Foundation	Legal aid, Health Services, schools, and daycare centers
2	Acid Survivors Foundation	Medical, legal, prevention, rehabilitation, reintegration
3	Association for Community Development	Human rights, Child rights, sustainable development sector
4	Bangladesh Institute of Planners	School planning, Organization planning
5	Friendship	Life savings, Empowerment, Climate adaptation program, Poverty alleviation program
6	Nari Uddug Kendra (NUK)	Garments and factory workers support, Women's citizenship and representative support, Eye hospital, community hospital, Poverty alleviation and family development program, sports for women empowerment
7	PFDA Vocational Training Centre Trust	VTC shop, Angel fair, Angel Chef, workshop, and Training program
8	Phulki	AFA Plus Projects, AFA project, Amader kohta helpline, project, Children rights in the workplace programme, Community based childcare system
9	Shakti Foundation	Emergency doorstep health support, SOLshare, IT training, SME loan program,
10	Subrata Trust	Farming, Gardening, Medical and treatment, Special care, Special variety housing, Shelter home, Community service
11	TMSS Medical College	Training and workshop related to health issue
No.	Social Entrepreneurship	India
12	Adhyayan	Facilitate School quality, The collaborative learning studio
13	Anjali	Anjali's Voice program (mental health hospital inside government hospital), Jannamanas (Community mental health initiative)
14	Arogya World	Healthy schools, Healthy workplace, mDiabetes, MyTahli, 10,000 Women's voices
15	AMBA	Training for intellectual and socially disable people
17	Bapu Trust	Seher(Urban community mental health and inclusion program), Healing arts in Development, training program on different agenda, Organizational development program,
18	BarrierBreak	Accessibility audit and testing service, VPAT Creation, Accessibility documents, Accessibility consulting, Training, and mentoring
19	Blank Noise	INDRI (Collaboration project on acting), Blank noise, workshops
20	Childline India Foundation	Online safety programs, child labor, program against abuse and violence, program against child trafficking, program to find missing and runaway children and so on.
21	Conserve India	Program related on environmental protection

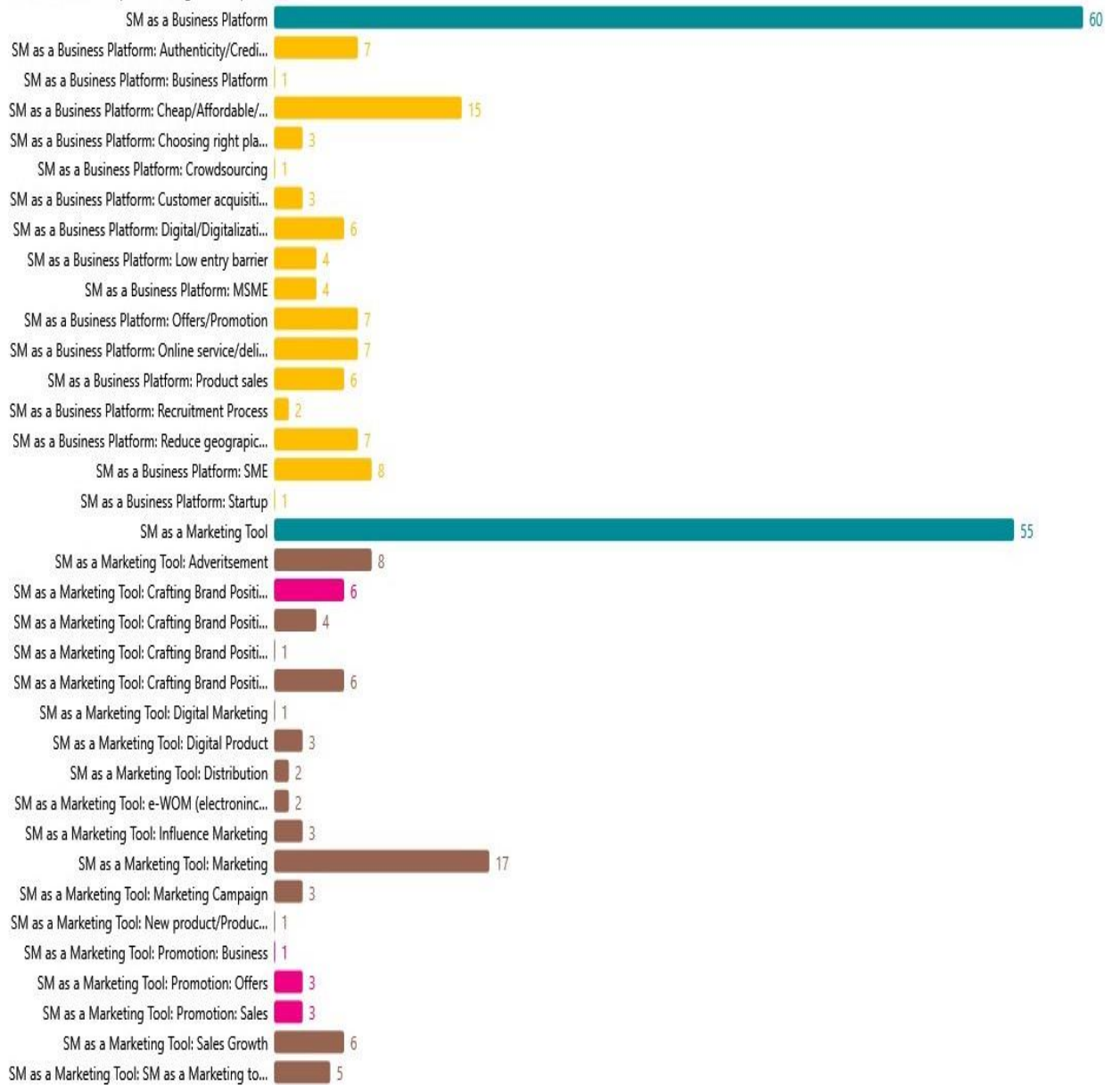
22	Dignity Foundation	Dignity care, helpline, Chai Masti centres (safe and happy space), dialogue, performing arts, Anand Daan (monthly provision provided to poor older needy citizen)
23	Doorstep School	School on wheel, community learning centres, project for young, project grow with books, project foundation)
24	EKAM foundation	Sustainable Health care program for children, Community medical camp, eye screening program, wellness centre, Co-op program with government health facilities, program on health education
25	Shamrik Elgar (The Worker's Push)	Education, program for protecting poor's right, initiatives for tribal land rights
26	Gurukula Botanical Sanctuary	School in the forest, Botanical day tours, vocational training, program on rainforest etiquette
27	Impulse Social Enterprises	Programs on empowering craft, travels, research, consulting
28	Kathalaya Academy of Stories	Certification courses on storytelling, workshops on storytelling based on different agenda
29	Kolkata Sanved	Direct outreach program, Dance movement therapy leadership academy (DMTLA) program, Diploma & post graduate diploma in dance movement therapy, Creative well-being program, advocacy and campaign program
30	Majlis	Legal and social support program, Training and awareness program, Initiatives on policy level intervention
31	Manas Foundation	Program on mental health, gender justice, technical support and services
32	Masoom	Program on school transformation, career, technology and evening learning centre
33	Nishitha	Programs on educating girls, building collectives, empowering girls & women, enabling economic independence, developing future leader, creative inclusive spaces, biodiversity
34	Pravah	Versatile programs on youth leadership
35	Protsahan India Foundation	Program on adolescent girl education, girls' health, art for gender justice and healing, child protection, STEM and life skills, training and research
36	Ruchika Social Service Organization	Education, platform school, toy library, water and sanitation, HIV and AIDS awareness, vocational training, children's emergency services, integrated child protection scheme, 24 hours shelter for girls
37	Sahayam	Individual counselling, group counselling, program on crisis intervention
38	SETU	Services on psychotherapy, neuro development therapy, sensory integration therapy, cognitive behavioral therapy, occupational therapy, speech therapy, tapping, play therapy, special education, counselling, communication therapy, parent's training program, home based plan and so on.
39	SNEHA	Mahila Arogay Samiti, Sanjeevan mobile health clinic, Romila palliative care, Nurse aide programme

40	Spiti Ecosphere	Family counseling centre, day care centre, consultancy, Multi-activity center, Jidnyasa (dialogue with adolescents on critical issues) , program on waste pickers
41	Stree mukti sanghatana	Programs on ecotravel, conserving organic and natural products, handicraft
42	Swayam	Art of social change, work with survivors, children, family; program on public education and community action, capacity development program and so on.
43	Tala	Financial support by providing loan
44	The Asha Foundation	HIV/AIDS Counseling services, Adolescent Health Education Project, Anmol Ashayein, Care and Support Services for Children at Risk (KNH-CAR Project), Prevention of Mother to Child Transmission of HIV (KNH-PMTCT), Camp Rainbow: A Program for HIV+ve Children
45	The Banyan	Emergency care and recovery centre, housing facilities to substantive community, program on community mental health
46	The Digital Study Hall	Mediation-based pedagogy, different training program on different social agenda such as domestic violence, sexual abuse, child marriage and other problems in India
47	The Red Door	Programs on education and resilience, outreach, fellowship
48	The Youth Parliament Foundation (TYPF)	Program on mental health, gender justice, accessible health services, adolescent girls' leadership, queer rights and so on.
49	Ummeed	Evidence based intervention, Clinical services, training programs
50	V-Care Foundation	Financial assistant program (FAP), Childcare support (CCS), Nutritional support (NS), In Kind support (IKS), Palliative care (PC), Counselling and emotional support (CES) and so on.
51	Vicharata Samuday Samarthan Manch	Different project on livelihood, education, rehabilitation, housing and others.
52	Wildlife Protection Society of India	Projects: Anti-poaching & wildlife trade programme, Tiger protection programme, endangered species protection, education and awareness programme, legal programme, research for conservation programme.

VI. Full list of Codes Developed From SLR







VII. Thematic Analysis of Coding - Deductive Coding From SLR

● Risk and benefits of SM to Women Entrepreneurs	S* ²	Coding from Systematic Literature Review
	1	● Balance between Work-Family life
	2	● Emotional interaction
	3	● Empowerment: Digital
	4	● Empowerment: Psychological
	5	● Empowerment: Women Empowerment
	6	● Family Ties for Personal Network
	7	● Flexible Working hours
	8	● Idealised femininity
	9	● Lack of skill using social media
	10	● Life invasion
	11	● Miss the target audience
	12	● Psychological Strain
	13	● Social Media as a Support Mechanism
	14	● Social representation of Women Entrepreneurs
	14	● Technostress/Digital Stress/Burnout
	16	● Time management issue
	17	● Unpleasant feedback
	18	● Unpleasant Incident
	19	● Work-life imbalance
	20	● Governance Challenge
	21	● Harm of cognitive engagement
● Creating long-term customer relationships		
	22	● Customer Feedback
	23	● Customer Engagement
	24	● Customer/stakeholder Interaction
	25	● Customer Loyalty
	26	● Customer Relationships
	27	● Customer-Oriented activities
	28	● Monitoring Customer demand
● Ease of Access		
	29	● Audience
	30	● Business partners
	31	● Community
	32	● Contact
	33	● Customers
	34	● Engagement
	35	● Gathering and Sharing information
	36	● Information
	37	● Market
	38	● Reaching Diverse Community
	39	● Resources and Ideas
	40	● Suppliers

² S*- Codes developed from systematic literature reviews

● Entrepreneurial Development and Performance		
	41	● Being Present in social media for entrepreneurial activity
	42	● Business performance
	43	● Business/Venture Exhibition
	44	● Business Expansion
	45	● Business engagement
	46	● Collaboration-creation and Innovation
	47	● Create business/venture
	47	● Digital (Marketing)/digital training
	49	● Digital Education
	50	● Digital Entrepreneurs
	51	● Entrepreneurial Growth
	52	● Entrepreneurial opportunity
	53	● Entrepreneurial performance
	54	● Pursue the opportunity
	55	● Social Capital
	56	● Strategic Adoption/engagement
	57	● Training: Digital Skill
	58	● Training: Entrepreneurial skill/ leadership other skill
	59	● Training: Public Speech
	60	● Training: social media
● Interactive SM Platform		
	61	● Coaching/Mentorship/Advice/Guide to audience
	62	● Content Sharing
	63	● Creating Audience
	64	● Customer Referral
	65	● Managing updates
	66	● Reviews
	67	● Self-expression
	68	● Shape follower behavior
	69	● Sharing multimedia content
	70	● Social media post/comments/review
	71	● Using Pseudonym
● Internet, ICT and social media		
	72	● Blogging
	73	● Facebook
	74	● ICT
	75	● Instagram
	76	● LinkedIn
	77	● Monetization
	78	● Snapchat
	79	● TED talks
	80	● TikTok
	81	● Twitter
	82	● WhatsApp
	83	● WhatsApp> Facebook
	84	● YouTube

● Networking		
	85	● Communication: Online
	86	● Communication: Easy and fast
	87	● Communication: interactive/ two-way
	88	● Dynamic Network
	89	● Network: International
	90	● Network: Offline
	91	● Network: Online
	92	● Network: Personal social relationship
	93	● Network: formal/professional
	94	● Network: Social network platform (SNP)
	95	● Public Relations/Government
● SM and Social Enterprise		
	96	● Social Innovation
	97	● Social Media and Social Enterprise
	98	● Social Media and Social Innovation
	99	● Solving the societal problem
● SM as a Business Platform		
	100	● Authenticity/Credibility/Trust
	101	● Business Platform
	102	● Cheap/Affordable/Convenient
	103	● Choosing the right platform
	104	● Crowdsourcing
	105	● Customer acquisition
	106	● Digital/Digitalization
	107	● Low entry barrier
	108	● MSME
	109	● Offers/Promotion
	110	● Online service/delivery
	111	● Product/service
	112	● Recruitment/ job opening Post
	113	● Reduce geographical barriers
	114	● SME
	115	● Startup
● SM as a Marketing Tool		
	116	● Advertisement
	117	● Crafting Brand Position: Brand
	118	● Crafting Brand Position: Brand and Reputation
	119	● Crafting Brand Position: Brand Awareness
	120	● Crafting Brand Position: Personal Branding
	121	● Digital Marketing
	122	● Digital Product
	123	● Distribution
	124	● e-WOM (electronic word of mouth)/WOM/ Online comments, feedback
	125	● Influence Marketing
	126	● Marketing
	127	● Campaign

	128	● New product/service/Product Development/business/ part of business
	129	● Promotion: Business ● Promotion: Partners
	130	● Promotion: Offers
	131	● Promotion: Sales
	132	● Sales Growth
	133	● SM as a Marketing tools

VIII. Thematic Analysis of Website – Deductive Coding

Code Group	W* ³	Codes (developed from Websites of Women Social Entrepreneurs)
● Advocacy and Support		
	1	● Advocacy and contribution to political action/ Education
	2	● Advocacy, Lobbying, Networking/ information right
	3	● Advocating to change the structure, social and legal policy environment/ legal support /Financial support
	4	● Advocacy and supporting the Human rights advocacy/ women/senior citizen
	5	● Supporting and helping the disadvantaged communities/Diversified communities/Disability rights
	6	● Supporting people with health/ mental health/mental support
	7	● Supporting women, /children/disabled children
	8	● Supporting Women Workers through reproductive health
	9	● Supporting garments workers/ Workers abroad in the RMG sector
● Empowering Community		
	10	● Creating affluent professional learning communities
	11	● Employment Opportunities
	12	● Empowering the disabled and elderly to live independently by accessing technology
	13	● Empowering economic and social conditions for disadvantaged people/women/youth
	14	● Empowering individuals who are survivors / of gender-based violence and at-risk children and youth
	15	● Empowering lives through Dance Movement Therapy
	16	● Empowering child community/disabled children
	17	● Empowering nomadic and de-notified communities/different culture
	18	● Entrusting and empowering local women/ youth
	19	● Exchanging skills and ideas
	20	● Feminist Mentoring for young leadership/ women leadership
● Focusing on Social Problem		

³ W*-Codes developed from websites of women social entrepreneurs

	21	● Focusing on Social Problem: Development of Versatile community/Structural development
	22	● Focusing on Social Problem: Education/ Educ & Training
	23	● Focusing on Social Problem: Health and Wellbeing/ disability
	24	● Focusing on Social Problem: Human Rights and Social Welfare/gender equality
	25	● Focusing on Social Problem: Poverty reduction and SDGs
	26	● Focusing on Social Problem: Wildlife and Environmental Protection/climate change
	27	● Focusing on Social Problem: Women, Youth, and Children
	28	● Focusing on Social Problems: Mental Health
	29	● Focusing on Social Problems: Senior Citizens
● Social Activities for Community		
	30	● 24 x 7 services
	31	● Child /women Protection and Welfare/gender equality
	32	● Circular/action plan
	33	● Citizen rights
	34	● Community engagement
	35	● Community Events
	36	● COVID-19 response
	37	● Cultural Involvement/self-development program
	38	● Emergency phone service (for children)
	39	● International storytelling festivals
	40	● Raise Awareness
	41	● Recruitment advertising
	42	● Updates of recent activities
	43	● Volunteer service to the community
● Social Innovation and Social Impact		
	44	● Capacity building support
	45	● Climate adaptation activities ● Nature based Innovation system
	46	● Data-driven, technology-backed approach, technology innovation
	47	● Reintroducing traditional skills ● Idea innovation
	48	● Disaster Relief and Rehabilitation
	49	● Channel innovation/ Innovative solution
	50	● Innovative teaching methodologies, research/ using Information Technology/people-centric approach/tech-innovation
	51	● Social impact by reaching communities
	52	● Solar power/Energy innovation
	53	● Sustainable childcare policy

	54	● Using knowledge of indigenous tribes to solve the local issue
	55	● Village Community Development
● Social Intervention		
	56	● Aligned with poverty reduction strategy and Millennium goals
	57	● Collaboration with the community
	58	● Collaboration with the Government
	59	● Creating awareness and prevention
	60	● Education facilities
	61	● Elderly care industry for both high and low-income communities
	62	● Ensure financial management
	63	● Evidence-based interventions, Scaling through partnerships, and Sustainability
	64	● Evidence-based, transdisciplinary, family-centered care to help a child
	65	● Expanding Network to remote rural areas
	66	● Feminist and intersectional lens to solve the problem
	67	● Gender-based training
	68	● Education
	69	● Health and medical facilities
	70	● Housing /rehabilitation/livelihood
	71	● Networking
	72	● Partnership/ collaboration with partner/MoU/
	73	● Policy Level Intervention
	74	● Promoting the rights of women and children
	75	● Promotion of fellowship, co-operation, and coordination
	76	● Quality Education
	77	● Resource mobilization, policy advocacy, behavioral change
	78	● Social empowerment, developing occupational/other skills through training
	79	● Sustainability/SDGs
	80	● Sustainable Well Being focuses on Health, Environment, Livelihood, and Governance
● Usage of different Interactive Social Media Platforms by WSE		
	81	● Accept donations from different countries/partners/Donation Campaign/fundraiser
	82	● Client testimonial
	83	● Exhibitions
	84	● Facebook
	85	● Facebook, Instagram, LinkedIn, Tedtalk
	86	● Facebook, Instagram, LinkedIn, Twitter, Kooapp, YouTube
	87	● Facebook, Instagram, Twitter
	88	● Facebook, Instagram, Twitter, LinkedIn

	89	● Facebook, Instagram, Twitter, LinkedIn, YouTube, Spotify
	90	● Facebook, Instagram, Twitter, Pinterest
	91	● Facebook, Instagram, Twitter, YouTube
	92	● Facebook, LinkedIn, Twitter, YouTube
	93	● Facebook, LinkedIn, YouTube, WhatsApp
	94	● Facebook, Twitter
	95	● Facebook, Twitter, and YouTube
	96	● Facebook, Twitter, Instagram, Blog
	97	● Facebook, Twitter, Instagram, Blog, YouTube
	98	● Facebook, Twitter, YouTube, Blog
	99	● Facebook, Twitter, YouTube, Instagram
	100	● Facebook, Twitter, YouTube, Instagram, Blog
	101	● Facebook, Twitter, YouTube, Instagram, LinkedIn
	102	● Facebook, Twitter, YouTube, LinkedIn
	103	● Facebook, YouTube
	104	● Facebook, YouTube, LinkedIn
	105	● Looking for volunteers
	106	● Publications (newsletter/report/article)
	107	● Research and Documentation
	108	● Research and Publications
● WSE's Services		
	109	● Allocate and use donor funds
	110	● Micro-finance, seasonal loan to Rajshahi area, Bangladesh
	111	● Microfinance program
	112	● Provide problem-centric Training/seminar/ symposium
	113	● SME loans to poor people
	114	● Train employees/workers
	115	● Train the community
	116	● Free learning opportunity
	117	● Training on workplace behavior
	118	● Vocational Training
	119	● Workshop

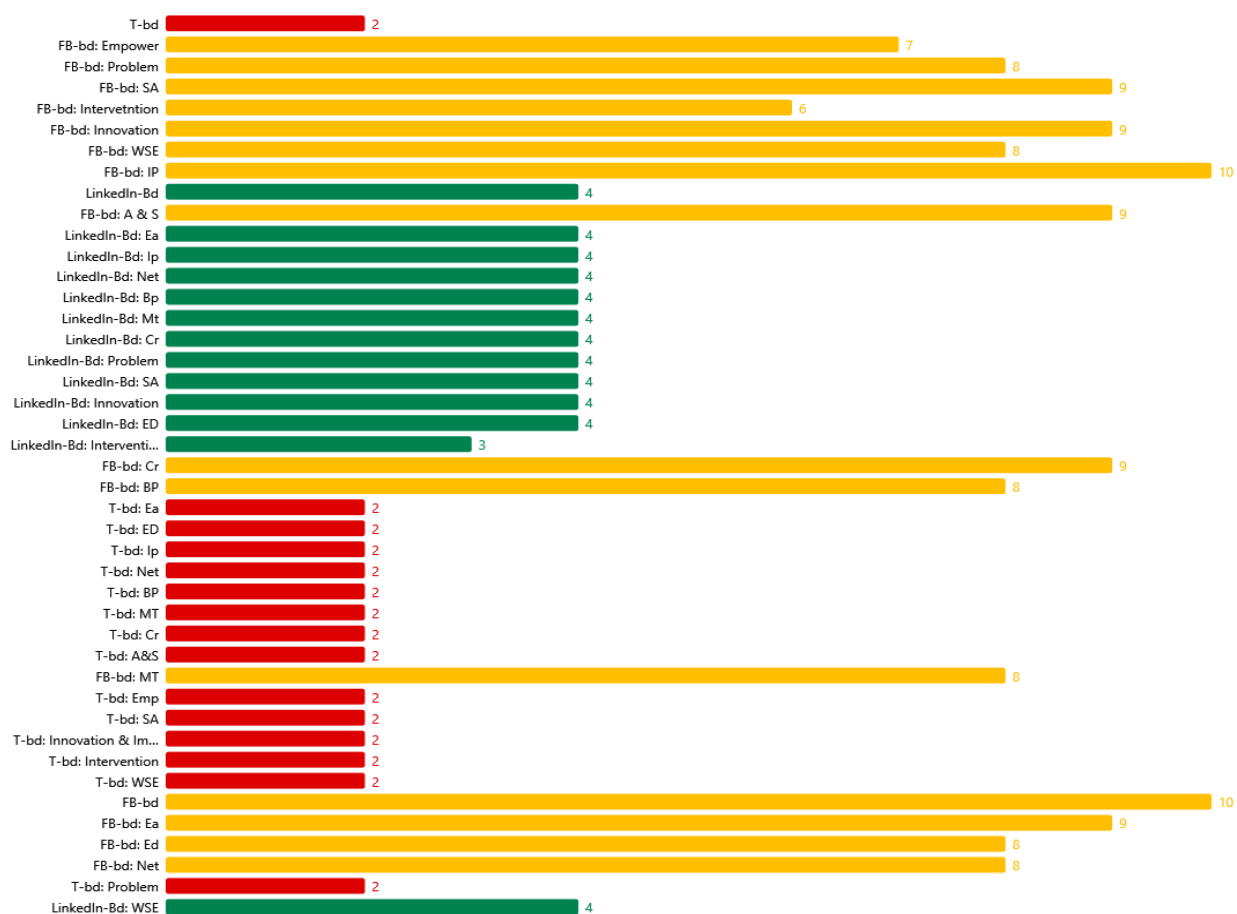
IX. Code Summary Developed from Atlas.ti 22 for Social Media Platforms (Facebook and LinkedIn)

Use of Facebook	Code Summary
	<ul style="list-style-type: none"> ● Announcement: Course/training/program/donor and funds new role in management/ team member leadership transformation and changes achievements/awards/different competition
	<ul style="list-style-type: none"> ● Briefing of periodic meetings, seminars, TEDx/Showcasing of exhibition, trade, job fair
	<ul style="list-style-type: none"> ● Celebrating Anniversary/Religious/ National/International days
	<ul style="list-style-type: none"> ● Circulating/aligning with Government action/Dialogue with government and actions
	<ul style="list-style-type: none"> ● Collaboration with national and international partners/different organizations Networks/Sharing information of MoU and partners
	<ul style="list-style-type: none"> ● Creating Social awareness through thoughtful Facebook post/ different programs campaign/awareness session/ Covid-19 awareness, support, and action
	<ul style="list-style-type: none"> ● Donation/ fundraisers/Facebook updates on recent crisis and responding to the crisis
	<ul style="list-style-type: none"> ● Empowering/Supporting/Engaging/Inspire community: Different virtual activities/Facebook comments/ regular in-person activities/ to change behaviour for good practice/Volunteering and Community Service
	<ul style="list-style-type: none"> ● Helpline/Emergency helpline/Appointment Schedule/ app link
	<ul style="list-style-type: none"> ● Online notifications/registration for ongoing, upcoming programs/notice for recruitment virtual discussion/training session/Interactive discussion Session/Virtual meeting invitation Information about reputed guest who are joining in the discussion session
	<ul style="list-style-type: none"> ● Publishing Research work/Survey report/progress report/annual or biannual report/ articles Newsletter in Facebook Platform
	<ul style="list-style-type: none"> ● Sharing Action Plan/Experience/activities of diverse community with SE organization/Featured stories Testimonials/Reviews and Feedback/Sharing knowledge of local community, different tribes Activities for Inclusion of diversity
	<ul style="list-style-type: none"> ● Sharing achievements: of Different organizations/ personality/good thoughts on other's achievements national, government achievement
	<ul style="list-style-type: none"> ● Sharing post, videos on regular activities/Sharing Administrative and academic notice
	<ul style="list-style-type: none"> ● Sharing SDGs Content and Message/Strategic promotion of sustainability/Resilience and Climate change Innovation Solution/Warning about upcoming natural crisis on FB
	<ul style="list-style-type: none"> ● Sharing success stories, work-experience and contribution of: Entrepreneurs/community/ individuals/ program attendees/achieving milestones in total population

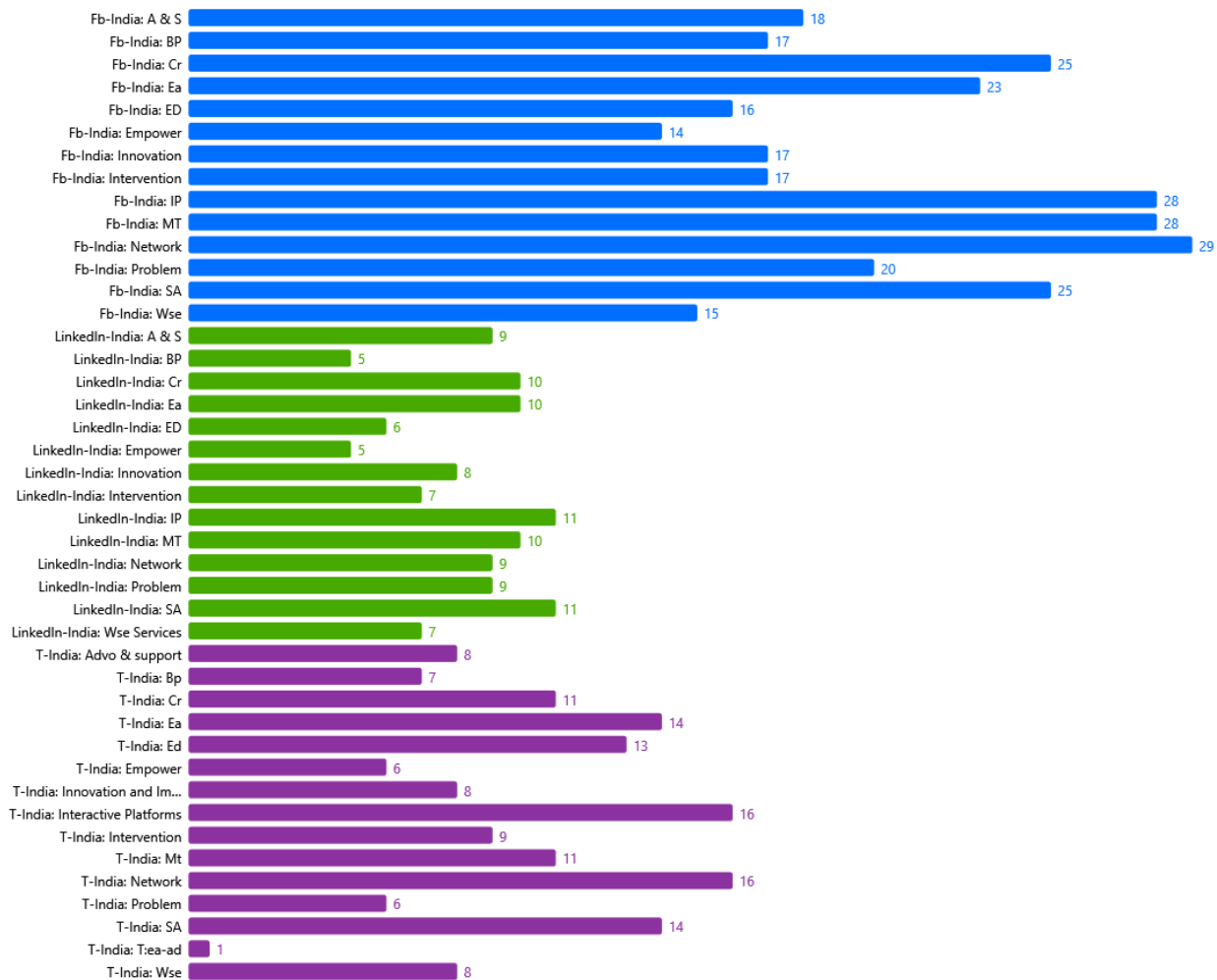
Use of Facebook	<ul style="list-style-type: none"> ● Sharing updates: Launching programs/products/services/international members/public figure visits/partners/donors
Use of LinkedIn and Twitter	<ul style="list-style-type: none"> ● Collaboration with different partners and project/Promoting partners ● Empowerment and Breaking Biases/Evidence-based experience sharing/Information about emergency call and recovery centre ● LinkedIn Poll/Job opening and Hiring notice/Responding to LinkedIn Network ● Registration/Inviting for virtual session, events/Videos how interaction happens in program /Round table discussion/ Virtual training session ● Sharing mission and vision/regular activities/Signed MoU/ Awareness/Testimonials/ customer review and feedback/articles/ Similar activities as FB ● Update about training/ certification/ conference/seminars/disclaimer post/ new team members

X. Codes from Facebook, LinkedIn, Twitter Profiles (Bangladesh and India)

Bangladesh



India



XI. Intersectional Table of the Uses of Social Media Platform for General and Social Business Purposes in Bangladesh

Bangladesh		Social media use as general/regular purposes (s* ⁴)							Social Business Purposes (w* ⁵)						
Women in SE	Social Media	Ease of Access	Entrepreneurial Development and Performance	Interactive SM Platform	Networking	SM as a Business Platform	SM as a Marketing Tool	Creating long-term customer relationships	Advocacy and Support	Empowering community	Focus on societal problem	Social activities for community	Social innovation and impact	Social Intervention	WSE services
Awaj Foundation	Twitter	s29,31,32,33,34,35,36,38,39,	s42,46,56,	w106,107,108, s61,62,63,65,66,70	s85,89,91,93,94,95	s100,101,111,112	s124,127,128,129	s22,23,24,26,27,28	w1,2,3,4,9,	w10,18,	w21,24,26,27	w32,34,35,36,40,42,	w51	w57,58,59,67,72,73,79	w44,112,114,115,116,117,118,119
	Facebook	s29,31,32,33,34,35,36,38,39,	s42,46,56,	w106,107,108, s61,62,63,65,66,70	s85,89,91,93	s100,101,111	s124,127,129,	s22,23,24,26,27,28	w1,2,3,4,9,	w10,18,	w21,24,26,27	w32,34,35,36,40,42,	w51	w57,58,59,67,72,73,79	w44,112,114,115,116,117,118,119
Acid Survivors Foundation	Facebook	s29,31,32,33,24,35,36,	s45,	w81,82,106,107,108, s61,62,63,64,65,66,67,70	s85,89,91,93,95	s100,112	s124,127,129	s22,23,25,26,	w1,6	w14,	w23,24,27	w30,31,32,34,36,40,42,	w51	w59,69,70,73,74	w109,114,115,119,
	Twitter	s29,31,32,33,24,35,36,	s45,	w81,82,106,107,108, s61,62,63,64,65,66,67,70	s85,89,91,93,95	s100,112	s124,127,129	s22,23,25,26,	w1,6	w14,	w23,24,27	w30,31,32,34,36,40,42,	w51	w59,69,70,73,74	w109,114,115,119,

⁴ S* - Codes developed from SLR

⁵ W*-Codes developed from women social entrepreneurs' websites. Some codes (w*) particularly inserted under interactive SM platform since they are commonly found in SLR and websites. Instead of creating new column in social business purposes section, themes have merged under the column in social media as a general/ regular purpose.

Association for Community Development	Facebook	s29,30,31,32,33,34,35,38,	s42,45,56,58	s82, s106, s61,62,63,65,66,70	s85, 89,91,93,95	s110	s124,127,128,129	s22,23,24,26,27,28	w2,3,4,5	w10,11,13,18,19	w21,22,23,24,25,27	w32,33,34,35,36,40,42,43	w44,48,51,55	w56,58,59,62,65,67,68,69,70,75,77,79,80	s109,113,114,115,116,117,118,119
Bangladesh Institute of Planners	Facebook	s29,31,35,39	s42,43,44,45,46,47,51,53,56,58	s62,65,66,70, w83, 106	s85, 91,93,95	s110	s121,124,127,128,129,	s23,			w21,	w32,34,40,42	w47	w58,59,70,79	w115,119
	LinkedIn	s29,31,35,39	s42,43,44,45,46,47,51,53,56,58	s62,65,66,70, w 83,106	s85, 91,93,95	s110	s121,124,127,128,129,	s23,			w21,	w32,34,40,42	w47	w58,59,70,79	w112,115,119
Friendship	Facebook	s29,31,32,33,34,35,38,	s41,42,44,46,56,58	w81,82, s61,62,63,65,66,70	s85, 91	s100,110	s124,127,128,129	s22,23,24,26,27,28	w5	w13,	w21,26	w32,34,40,43	w45,46,48,51,55	w56,57,58,59,60,62,65,72,67,68,69,70,72,75,77,79,80	w109,113,114,115,116,119
	LinkedIn	s29,30,31,32,33,34,35,38,	s41,42,44,46,56,58	w81,82, s61,62,63,65,66,70	s85, 89,91,93	s100,110	s1128,129	s22,23,24,26,27,28		w13,	w21,26	w32,34,40,43	w45,46,48,51,55	w56,57,58,59,60,62,65,72,67,68,69,70,72,75,77,79,80	w109
PFDA Vocational Training Centre Trust	Facebook	s29,31,35,38,	s41,42,43,46,56,	w82,106, s61,62,63,64,65,66,70	s85, 88,91,93,95	s100,109,110,111	s124,127,129	s22,23,24,26,	w7	w11,16,19	w22,23,27	s31,32,34,35,36,40,42	s44, s51		w114,119
	LinkedIn	s29,31,35,38,	s41,42,43,46,56,	w82,106, s61,62,63,64,65,66,70	s85, 88,91,93,95	s100,101,110	s124,127,129,128,	s22,23,24,26,	w7	w11,16,19	w22,23,27	s31,32,34,35,36,40,42	s44, s51		w114,119

Phulki	Facebook	s29,30,31,35,38	s41,46,	s61,62,65,66,70,	s85,89,93		s124,129	s22,23,26,	w7,	w16,	w22,23,27	w32,34,36,40,42	w53,		
Shakti Foundation	Facebook	w29,35,38,39	s42,46,56,57,	s61,62,63,65,66,70,	s85,89,91,93	s110	s122,124,127,	s26,	w7	w13,16	w21,24,26,27	w32,34,35,36,40,42,	w52	w59,65,70,72,73,78,	w111,116,119
	LinkedIn	w29,35,38,39	s42,46,56,57	s61,62,63,65,66,70,	s85,89,91,93	s110	s122,124,127,	s26,	w7	w13,16	w21,24,26,27	w32,34,35,36,40,42	w52	w59,65,70,72,73,78	w111,116,119
Subarta	Facebook			s61,62,63,65,66,70, w105				s23,27	w4				w51		
TMSS Medical College	Facebook	s35	s49,	s62,65,70	s85,89,91,93		s128		w6		w22,23,27	w36,43			w114,115,116,

XII. Intersectional Table of the Uses of Social Media Platform for General and Social Business Purposes in India

India	Social media use a general/regular purpose								Social Business Purpose						
Women in SE	Social Media	Ease of Access	Entrepreneurial Development and Performance	Interactive SM Platform	Networking	SM as a Business Platform	SM as a Marketing Tool	Creating long-term customer relationships	Advocacy and Support	Empowering community	Focusing societal problem	Social activities for the community	Social innovation and impact	Social Intervention	WSE services
Adhayan	Twitter	s29, s31, s39	s46,49, s57	s66,61,62,63,65,67,70,112, w82, w106	s93	s101, 110, 111, 112	s124,127,129,	s22, s23, s24	w7,	w10, w19,	w-22	w40,32, 34,42			w115, w116, w119,
	Facebook	s29, s31, s39	s46,49, s57	s66,61,62,63,65,67,70,112, w82, w106	s93	s101, 110, 111, 112	s124, 127, 129	s22, s23, s24	w7,	w10, w19,	w-22	w40, 32, 34,42			w115, w116, w119,
Anjali	Facebook	s30, s31, s36, s39,	s41,45, s46,	s61,62,63,65,66,68,70, w82, w83	s85, s88, s93	s111	s124,125,127	s22,23,24,27	w4, 6		w23, w24, w27,	w34, w35, w40, w42		w57, w59	w115, w116, w119,
Arogya World	Facebook	s29, s31	s41, s45, s56	s61, 62, 65,66,68, 70, w81,	s85, 93, 95	a111	s124, 127		w6		w23,	w40,42	w49,	w69,72	
	Twitter	s29, 30, 35		s61,65,70	s91, 93,95		s127	s25	w6		w23	w40,42		w57,71,72, 79	

AMBA	Facebook	s29	s46	s62,65,66,70	s85,89,91	s101,	s124,127		w7,						
Bapu Trust	Facebook			s62,65,66,70 w81	s85,92				w6			w42,	w50		
Barrier Break	Facebook	s29,31,35,39	s42,46,49,50,57,58	w108, s62, s63, s65, s66, s70,	s85,89,95	s101,106,111	s117,121,122,127,128,129,	s23,24,27	w5	w12,20	w23,29	w19,33,34,40,42,36	w50,51	w59,72,75,	w108
	LinkedIn	s29,31,35,39	s42,46,49,50,57,58	w108, s62,63,65,66,70,	s85,89,93	s106,112	s117,121,122,127,128,129,	s23,24,27	w5	w12,20	w23,29	w19,33,34,40,42,36	w50,51	w59,72,75,	w108
Blank Noise	LinkedIn	s30,39	s42,56,	s62,65,70	s85, s89, s91, s93	s101, s110, s112	s122, s124, s125, s127, s129	s24	w5		w24	w42,	w47		
	Twitter	S29,30,31,32,33,34,35	s42,56,	s62,63,65,66,67,70	s85,87,88,89,9193	s101			w5			w31,32,34,35,40,42	w47		
Childline India Foundation	Facebook	s29, s31, s36, s39		w108, s61, s62, s65, s66, s70	s85,93, s95	s111	s124,127	s22,23,27	w7,	w14, w16,	w27	w30, w31, w32, w34, w38, w40, w42, w43	w44, w53, w48,	w57, w58, w59, w75	

	LinkedIn	s29, s31, s36, s39		w108, s61, s62, s65, s66, s70	s85, 93, s95		s124, 127	s22,23,27	w7,	w14, w16,	w27	w30, w31, w32, w34, w38, w40, w42, w43	w44, w53, w48,	w57, w58, w59, w75	
Dignity Foundation	Facebook	s29, s31, s34, s38		s61, s62, s66, s70	s85, 88, 93, 95,91	s109, 111	s124, 127, 128	s23,27	w5		w29,	w33, w34, w35, w37, w40, w42, w43	s44, s51,		
	LinkedIn	s29, s31, s34, s38	s23,27	s61, s62, s66, s70	s85, 88, s93, s95, s91		s124, 127, 128, s129	s23,27	w5		w29,	w33, w34, w35, w37, w40, w42, w43	w44, w51,		
Doorstep School	Facebook	s29		s62, s70	s85, 89		s126, s127, s129, s124	s23.	w5				w50, w51		
EKAM	Facebook	s29, 30,31, 32,34, 35,36, 38,39	s41, s42, s44, 46, s56,	w81, w82, w106	s85, 88, s89, s93, s91	s109, 111	s127 128, s124	s22, s23 s24, s27	w3 6,	w16,	w21, w22,23 ,28	w34,37, w40, w42, w43,	w47, w49, w51,	w57, w59, w60, w62, w63, w68, w69, w71, w72, w75. w78, w79, w80	w112, w115 w119
	LinkedIn	s29, s30, s31, s32, s34, s35, s36,38, 39	s41, s42, s44,46, s56,	w81, w82, w106	s85, 88, s89, s93, s91	s109, 111	s127, 128, s124	s22, s23, s24, s27	w3, 6,	w16,	w21, w22,23 ,28	w34,37, w40, w42, w43,	w47, w49, w51,	w57, w59, w60, w62, w63, w68, w69, w71, w72, w75. w78, w79, w80	w112, w115, w119
Gurukula Botanical	Facebook	s29		s70,	s85, 91,94		s129, 127, s130				w26				

Impulse Social Enterprises	Facebook	s29, s34	s42, s53,	s66, s70	s85,95	a101, 111	s124, 127							w72	
Kathalaya Academy of Stories	Facebook	s29, s31, s34	s42, s58,	s61, s62, s65, s70	s85, 89, s93,		s124, 127	s23,26 ,27				w39	w50		w112, w114, w116, w117, w119
	Twitter	s29, s31, s34	s42, s58,	s61, s62, s65, s70	s85, 89, s93,		s124,1 27	s23,26 ,27				w32,34,35, 37,39,40, 42	w50		w112, w114,11 5, w116, w117, w119
Kolkata Sanved	Facebook	s29	s45	w82, w106	s85, 89,91,9 5		s127	s22,23 26	w6	w14,152 8		w31, w34,35,42	w49,51	w59, w72, w71,79,80	w115,11 6,119
	Twitter			w82, w106,	s85,89, 93		s127	s22,23 26	w6	w14,152 8		w31, w34,35,42	w49,51	w59, w72, w71, 79,80	w115,11 6,119
Majlis	Facebook	s29	s58		s85,93		S124, 125, 127, 129 (partne rs)	s23,26 27	w3,	w18	w24	w34,35,40,			
Manas Foundation	Facebook	s29, s31, s35		w82, s61, s62, s65,70	s85, 93, s91		s124,1 27,129	s23,26 27	w5, 6		w23,27 ,28	w30,31,32, 34,35,38, 40,42,43	w51,		w112, w114, w115, w116,

	LinkedIn	s29, s31, s35		w82, s61, s62, s65,70	s85, 93, s91		s124,1 27,129	s23,26 27	w5, 6		w23,27 ,28	w30,31,32, 34,35,38, 40,42,43	w51,		w112, w114, w115, w116,
Masoom	Facebook	s29,31, 32,33,3 4,35	s42,46,	s61, s62, s65s70, w81	s85, 93, s91	s112	s124,1 27,128, 129	s23,24 26			w22	s34, s40		w72	w112
	Twitter	s29,31, 32,33,3 4,35	s42,46,	s61, s62, s65s70 w81	s85, 93, s91	s112	s124, 127, 128, 129	s23,24 26			w22	s34, s40		w72	w112
Pravah	Facebook	s29, s31, s35,38	s42,45, 58,	s62,63,6 5,70, w81, w106	s85, 93, s91	s112	s124,1 27,129	s23,24 26		w14	w21,27	w33,34,35, 40,42	w51	w57,59,72, 78,79	w112,11 5,119
	LinkedIn	s29, s31, s35,38	s42,45, 58,	s62,63,6 5,70, w81, w106	s85, 93, s91	s101, 112	s124,1 27,129	s23,24 26		w14	w21,27	w33,34,35, 40,42	w51	w57,59,72, 78,79	w112,11 5,119 w114,
Protsahan India Foundation	Facebook	s29,31, 35	s41, s42, s45, s46,	s61,62,6 3,65,70, w106	s85, 93, s91	s112,	s124,1 27,	s24	w7,	w13,18	w27,	w34,40,42, 43,	w50	w57,59,67 ,68,71,75,	w112,11 5,119
	Twitter	s29,31, 35	s41, s42, s45, s46, 49,56,57, 58	s61,62,6 3,65,70, s67, w106	s85, 93, s91 87,88	s101, 112,	s124,1 27,	s24	w7,	w13,18	w27	w34,40,42, 43,	w50	w57,59,67, 68,71,75, 77,78,80	w112,11 5,119
SETU	Facebook	s29,31,		s61,62,6 5,66,70	s85, 87,91,9 3		s128, s127	s23,26 27						w58,69	

SNEHA	Facebook	s29,31,34,35,	s42,46,49	w82,83,106,s68	s85,93,s91		s124,125,127,129	s24,2327	w6,7		w23,28	w30,34,36,38,42,	w49,50	w57,59,63,68,69,71,72,79	w112,114,116,119
	LinkedIn	s29,31,34,35,	s42,46,49	w82,83,106,s68	s85,93,s91		s124,127,129	s24,2327	w6,7		w23,28	w30,34,36,38,42,	W4950	w57,59,63,68,69,71,72,79	w112,114,116,119
Spiti Ecosphere	Facebook	s29,31,32,33,34,36,36,38	s42,43,44,45,	S62,63,65,66,70w82	85s93,s91	s112,s109,	s127,124,	s22,2326,27		w17	w21w26	w32,34,35,37,40,42,43	w47,49,51,54,	w57,59,69,75,79,80	
	Twitter	s29,31,32,33,34,36,36,38	s42,43,44,45,	S62,63,65,66,70w82	85,s93,s91							w32,34,35,37,40,42,43	w47,49,51,54,	w57,59,69,75,79,80	
Stree mukti sanghatana	Facebook	s29,s31,s32,s3s35	s41	s62,63,65,70,w106	s93,s91		s124,127,s129	s23,2627		w18	w22,w28,	w34,35,40,42,		w57,59,w60,	w112,115,116,119
	LinkedIn	s29,s31,s32,s34s35	s41	s62,63,65,70,w106	s93,s91		s124,127s129	s23,2627		w18	w22,w28,	W34,35,40,42,		w57,59,w60,	w112,115,116,119
Swayam	Facebook	s29,s31,s33,s35s39,	s42,45,46,47,49,57	w82,w106,s62,s63,s66,s70,	s85,s91,s93	s110	s124,s127,s129	s22,s23,s27,s28,		w11,	W21,22,27,	w30,w42,37,40,w31,	w50	w58,w60,w68,76,w80	w114,116,119
	Twitter	s29,s31,s33,s35,s39,	s42,s45,s46,s47,s49,s57	w82,w106s62,s63,s66,s70,	s85s91s93	s110	s124,s127,s129	s22,s23,s27,s28,		w11,	W21,22,27	w30,w42,37,40,w31,	w50	w58,w60,w68,76,w80	w114,116,119

TALA	LinkedIn	s29,30,32,35,38,39,	s42,43,46,47,49,50,51,56,57	s62,63,65,66,70,	s85,87,8991	s101,106,110,112	s121,122,125,127,129,132	s22,23,s24,2627	w3	W20	w21	w41,42,40	w46,50	w62,71,72,75,	w116,119
	Twitter	s29,30,31,32,36,	s41,42,45,46,56	s70,	s85,91,89	s101,106,	s129							s74	
The Asha Foundation No recent updated	Facebook	s29		w82,w106,w107	s85,93		s127	s23			w23,27	w34,35,36,37,40,42,			w112,114,116,119
The Banyan	Facebook	s29		s62,65,70	s85,89,9395		s127	s23,26	w6			w31,			
	LinkedIn	s29		s62,65,70	s85,93			s23,26	w6			w31w42			
The Red Door	Facebook	s29		s62, s70	s85,91,93		s127	23,26,27	w6		W28,	w35,40,42			
	Twitter	s29,31,32,38	s45,58	s61,62,63,65,66,70	s86,87,91,93	s101,109		23,26,27	w6			w31,34,40,42		w57,59,66,67,75	

The Youth Parliament Foundation (TYPF)	Facebook	s29,31,35		s62,63,65,66,70	s85, s91, s93	s112	s124, 127	22,23, 26,27	w5	w20	w21	w34,35,40, 42,43	w51,		
	Twitter	s29,31,35		s62,63,65,66,70, w106	s85, s91, s93	s112	s124, 127	22,23, 26,27	w5	w20	w21	w34,35,40, 42,43	w51,		
Ummeed	Facebook	s29,33,38		s62,65,70, w106	s85, 91,93	s112	s124, 127, 129	s22,23		w16,	w24,27	w34,40,42,	w51,		
	Twitter	s29,30,31,33,36,38,39	s45,50	s61,62,65,66,69,70, W106,107	s85, 87,89,93	s101, 109		s22,23						w57,59,60, 64,69,	w112,114,115,116, 119
V-Care Foundation	Facebook	s29,31,33,34,35	s42,46,	w81,82,106, s61, 62,63,65,70,	s85,89, 91,93	s101, 109, 111, 112,	s124, 127,129,131	s22,23	w6	w6,	w23	w32,34,40, 42	w51	w57,58,59, 63,69,71, 72,75	w112,114,119
	Twitter	s29,31,36,	s44,45,46	s62,66,70	s85, 91,93	s101	s127, 129		w6			w32,34,40, 42		w57,58,59, 69,71,72,	
Vicharata Samuday Samarthan Manch	Facebook	s29 s30,31,33,34,36,38,39,	s41,42,45,46,56		s85, 92, 95		s120,124,127,	s22,23 26,27, 28		w17	w21	w40,42			
	Twitter	s29 s30,31,33,34,36,38,39,	s41,42,45,46,56	s62,63,65,66,69,70	s85, 91,93	s101	s123, 125, 127, 129			w17	w21	w32,34, 40,42	w44, 51,	w57,62, 69,70,72, 75,	

Wildlife Protection Society of India	Facebook	s31,34		s62,63,65,70	s93,95		s124,127				w26	w33,34,35,37,40,42,	w47	w58,59	
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