

The Mompreneurship Phenomenon: An Examination of the Antecedents and Challenges of Mothers in Business

Amandeep Dhaliwal, Manav Rachna International Institute of Research and Studies, India

ABSTRACT

Mompreneurship or entrepreneurship by mothers, often heralded as new-age feminism, is internationally gaining a lot of attention. Being in its nascent stage, this phenomenon is little understood. The aim of this article was to study the research gap in the scarce current mompreneurship literature available especially in regards to antecedents and the challenges peculiar to mompreneurs. This gap was studied by reviewing the emerging literature to understand the conceptual definition of mompreneurs and the prominent antecedents and challenges peculiar to mompreneurs. The identified themes were then validated by undertaking the qualitative analysis of the case studies and the narratives of 10 prominent mompreneurs using the “verstehen” technique. The qualitative approach provided the intimate knowledge of the journey, experiences, and the challenges of the leading successful mompreneurs based on which immensely practical recommendations have been offered for the budding mompreneurs which make this study very useful for the audience.

KEYWORDS

Mompreneurs, Motherhood, Qualitative Study, Women Entrepreneur, Work-Life Balance

I. INTRODUCTION

Since early 1990s, there has been an emerging trend of stay-at-home mothers who have set up their own ventures so as to earn while looking after their families (Richomme-Heut & Vial, 2014, p. 18). Such women also known as “the Mompreneurs” that is “mothers + entrepreneurs” add a whole new dimension to female entrepreneurship. In entrepreneurial literature the words “Mompreneurs”, “Mumpreneurs”, “mamapreneurs” or “mompreneurs” are used for this new brigade of mothers. In this paper the authors are using the term Mompreneurs for such women entrepreneurs.

Global Entrepreneurship Monitor report (GEM, 2019) estimated approx. 231 million women owned enterprises but, the number of mompreneurs in this figure is unknown. Some reports present an estimated numbers. A report by EBay Germany revealed that “461,000 self-employed mothers earn a collective 42.4 Billion Euros in Germany, annually” (Ebay.de, 2016) while a State of Women-Owned Business US Report 2018 states that out of 12.3 million women owned businesses 1/3rd that is approximately 4 million are mom owned businesses in US (Oksuzi, 2020). A UK based report estimated that “mumpreneurs generated £7.2bn for the UK economy and supported 204,000 jobs in 2015” (Burn-Callander, 2015). The incremental trend of this phenomenon can be gauged from the Google search results. When the terms ‘mumpreneur’ and ‘mompreneur’ were searched on Google

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in 2010 it gave 1,20,000 hits (Ekinsmyth, 2011), in 2012, it gave 7,01,700 hits (Duberley & Carrigan, 2012) in 2016 it resulted in 18,86.000 hits (Durrah,2016) while a serach by authors in 2020 resulted in 50,78,000 hits.

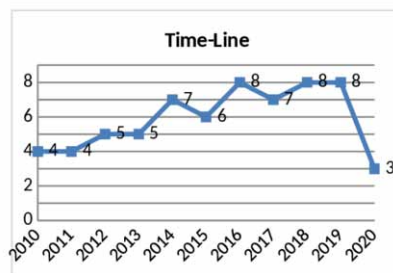
Momprenuers venture into the unknown territory and despite the challenges aim for success. This form of new venture creation though on rise is very scarcely understood or researched phenomenon (Newhouse, 2018; Reisem Hanna, 2016). This warrants a deeper understanding of this growing phenomenon, therefore the primary objective of the study was to understand how the mompreneurs are defined, what are the antecedents leading to setting up the venture, and further what are the issues and challenges peculiar to them based on which some suggestions are made for support and success of new mompreneurs.

II. RESEARCH STRATEGY

The research began with an in-depth review of the literature so as to understand the concept of mompreneurs in the domain of women entrepreneurship. Considering that it is a modern phenomenon therefore the focus was on the last 20 years hence the research papers from 2000 onwards were shortlisted from the popular databases such as Ebsco host, Proquest, Google Scholar and SciHub. Initially, the generic key words such as ‘Women Entrepreneurship’ or “women business owners” were used, which were later fine tuned to “Momprenuers”, “Mumprenuers”, “mamaprenuers”, “momtprenuers”, “mom business owners” among others to download relevant papers.

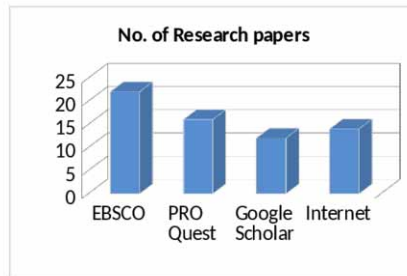
Despite the emergence and increase of mompreneurs, there does not exist much academic research on this phenomenon. A Google scholar search on Feb,3rd 2020 yielded 256 results for term “momprenuer”, 236 articles for “mumprenuer”, 23 for “”momtprenuer” and 10 for “mamaprenuer” articles “mumprenuer” and 6 articles for “mamaprenuer”. This clearly reflects the dearth of literature in this area. After discarding the repetitive article listings and non-English language, only 64 papers originating from reputable sources and first tier journals were found to be relevant to this research context. This existing shortage of research in the field of mompreneurship endorses the need of more research on the topic in general and the relevance of the current research at hand. Figure1. presents the data about the research papers from the last ten years.

Figure 1. Time Frame of Research paper (Source: Developed by the author) here



The Figure 2 presents the source of various papers and articles.

Figure 2. Sources of Research papers (Source: Developed by the author) here



A review of the limited literature was complimented by case study analysis of successful mompreneurs for the second objective of understanding their antecedents and challenges. Ten successful mompreneurs of India were identified. A major review of online articles and various websites was undertaken so as to identify to most commonly quoted successful mompreneurs. Further, for this selected sample of ten mompreneurs, an in-depth analysis of various online resources such as organisational websites, social media profiles, news platforms and other informational platforms in public domain with a focus on mompreneurs narratives was carried out to aid comprehensive understanding of such women based on which further analysis was carried out.

III. LITERATURE REVIEW

The past two decades, has seen emergence of ‘mompreneurship’ phenomenon worldwide which entails a balance between business and family responsibilities by the women entrepreneurs (Richomme-Huet & Vial, 2014). The “Mompreneurship movement” gives due consideration to various roles and responsibilities of women in the society and adjust and accommodate the entrepreneurial roles accordingly (Ekinsmyth, 2011).

The term “mompreneur” was initially coined by Ellen Parlapiano and Patricia Cobe in 1990’s, stay at home mothers who became entrepreneurs. They pioneered a networking website called Mompreneuronline.com and wrote a book titled Mompreneurs: A mother’s practical step-by-step Guide to Work-at-Home Success (1996) to provide guidance to those mothers wanting to set up their businesses. The concept and term maybe new, however, the female entrepreneurs have been raising children, running households and businesses for centuries (Aldrich & Cliff, 2003; de Bruin, Brush & Welter, 2007) In modern avatar, they reflect the new age lifestyle entrepreneurship and a new “having it all’ approach (Duberley & Carrigan, 2012)

Though there is huge amount of literature on women entrepreneurs but there is a dearth of research on issues of amalgamation of motherhood and entrepreneurship (Carniol, 2008; Krueger, 2015). There are very few studies which emphasize of the differences between women entrepreneurs with childcare responsibilities and women without them (Ekinsmyth, 2014).

Mompreneurship as an emergent phenomenon has no single accepted definition worldwide (Krueger, 2015). Rather it is still being researched from “social scientific point of view” (Korsgaard, 2007). The definitions given by various researchers over the years for describing mompreneurs are presented in Table 1.

All these definitions have three prominent themes - “being mothers”, “being one’s own boss” and “balancing family life”. Mompreneurs adjust the workings of her venture to her family, her child(ren) and her own personal ambitions which becomes an important link between business and motherhood (Harris, Morrison, Ho & Lewis, 2008; Rouse & Kitching, 2006; Richomme-Huet & Vial, 2014).It’s like killing two birds with one stone: making money and attending to their family’s responsibilities

Table 1. Definitions of Mompreneurs / Mompreneurship (Developed by the Author)

Durrah (2016)	Mompreneurship is a driving force not just for entrepreneurship but for innovation while balancing the family act.
Lewis et al. (2015)	Mompreneurs are the women collaborating business ambitions with household chores
Richomme-Heut & Vial, (2014)	Mompreneurs are “the stay-at-home mothers who start their own (home-)based-businesses in order to be able to provide economic means while caring for their families”
Duberley & Carrigan (2012)	Mompreneurs are “a subset of women entrepreneurs who set up a business in order to enable them to both work and care for young children.”
Collins English Dictionary (2011)	Mompreneurs is defined as “a mother who combines running a business enterprise with looking after her children”.
Ekimsmyth (2011)	Mompreneur is “an individual who discovers and exploits new business opportunities within a social and geographical context that seeks to integrate the demands of motherhood and business ownership”.
Jean & Forbes (2012)	Mompreneur is “a woman who had at least one child at the time of business start-up and who is the owner of at least 50% of a business”
Harris et al. (2012)	Mompreneur is “a woman who moves from traditional employment to owning and operating new ventures, either to better fit with their role as mothers, or motivated by opportunities identified by the experience of pregnancy or having children”.
Nel et al. (2010)	Mompreneurship is “a new emerging trend that takes on the concept of entrepreneurship into family businesses” [and] “it is a part of female entrepreneurship”.

(Gerards & Theunissen, 2018). Korsgaard (2007) presented that three fundamental elements central to mompreneurship: the need for work-life balance, work environment sensitive to the needs of one’s family and the need for exciting and challenging work experiences along with the above two.

Various researchers have investigated the different antecedents and the pull and push factors of this phenomenon. Some authors like (Mallon and Cohen, 2001; Reisem Hanna, 2016; Patterson and Mavin, 2009; Ekimsmyth, 2013; Wijaya & Layman, 2018) have studied the motivational reasons or aspirations of these mothers. Grady, Kerrane, Darcy and McCarthy (2008), identified a lack of flexibility to look after the child as the push factor for some women to start up a business. This lack of flexibility in traditional employment 9 to 5 job is a very challenging aspect for women who need to take care of young children (Costin, 2012; Wijaya & Layman, 2018). In their study, Lewis, Harris, Morrison & Ho (2015) found that majority of women respondents felt that their prior employment or jobs did not allow them to devote enough time and be good mothers which lead to stress for them which could not be “sufficiently mitigated by potential solutions such as daycare”. Korsgaard (2007) claimed that women are often pushed to become entrepreneurs out of guilt they feel for leaving home and children for work. They often associate this with not being “good mothers”. Hence for these women, entrepreneurship was a mechanism which allowed them flexibility of combining a career and being a mom to become “Career Moms”.

A study by d’Andria & Gabarret (2014) found that by setting up their ventures the women can not only create an identity but also a lifestyle as they can take control of their own circumstances for their “business and family responsibilities” instead of the traditional employment structures. While emphasizing on intrinsic needs of women entrepreneurs (Rouse and Kitching, 2006; Duberley & Carrigan, 2012; Wijaya & Layman, 2018) identified need for autonomy and independence and better work-life balance as the important pull factors.

GEM report, 2019 reveals that a large number of women are motivated to start a business out of economic necessity. Similar views had been presented by (Davidsson & Honig, 2003; Ettl & Welter, 2010; Nel et al., 2010) who had disclosed that mompreneurs start a venture with primary motive of contributing to family income as well as manage their family responsibilities. Duberley and Carrigan (2012) claimed that, “mompreneurship allows them to be both economically relevant and to be a good mother until the children are older”. In contrast, Durrah (2016) claimed mompreneurship “creates continuity between the different spheres of the life of the mompreneur” rather than just the financial gains.

Some researcher’s claims that during motherhood phase women might come across new product innovation opportunities or any unserved markets especially in area of baby & child products which leads to setting up a venture (Bower, 2005; Harris et al., 2008; Harris et al., 2012). But other researchers have pointed out that mompreneurs are not just limited to child products but can be any product/service opportunity (Casteleijn-Osorno, 2014). Researchers such as (Kreuger, 2015; Yuliana, 2010) claim that women in this major life-transition phase often analyze their contribution and identity in the society. Hence they develop new skills and knowledge (Ozurumba, 2012) and develop entrepreneurial competencies (Ettl and Welter, 2010) which help in recognizing new unique business opportunity (Richomme-Heut & Vial, 2014; Kingo et al., 2020). While others stated that in this stage of life, the intrinsic needs such as need for autonomy and independence, desire use their skills, the desire to create a legacy for children becomes the motivation for pursuing entrepreneurship (Ettl and Welter, 2010; Ekinsmyth, 2011; Jean and Forbes, 2012; Duberley & Carrigan, 2012; Lewis et al., 2015).

On the aspects of challenges faced by Mompreneurs researchers such (Jean and Forbes, 2012; Nel et al., 2010) revealed that Financing, Growth, Compensation, Hours of Work & Networking are the major challenges faced by mompreneurs. Richomme-Heut and Vial (2014) stated that mompreneurs often embark on becoming entrepreneurs focusing on motherhood part thus end up being unprepared for the dealing with hard work and the financial risks and risks of failure involved with running any business. Mompreneurs find living up to the expectations of both the family and the customers very challenging along with balancing family life, they face problems like lack of funding, time management and breaking the societal stereotypes (Lynn, 2020)

Women often have huge number of household activities similarly entrepreneurial activity is quite time consuming therefore mompreneurs face problems in managing time (Mathew & Panchanatham, 2011; Wijaya & Layman, 2018). Women who work and have young children often feel trapped between work and family demands and might even have to sacrifice time with family (Chittenden & Ritchie, 2011). In similar vein Duberley & Carrigan (2012) stated that mompreneurs often need extra energy, time and patience to handle the business which adds to the busyness of the mother which often leads to disputes with family members. Thus personal life of mompreneurs often gets affected.

Other than Motivations and challenges some studies have shed light upon the common characteristics of mompreneurs and their businesses. Demographically, mompreneurs are young, well educated and middle class in income bracket (Ozurumba, 2012), mothers of young children (Jean and Forbes, 2012; Ekinsmyth, 2013; Wijaya & Layman, 2018). Majority of mompreneur ventures were home based (Ekinsmyth, 2011; Duberley and Carrigan, 2012; Kingo et al., 2020) relying heavily on ecommerce and online sales as it provides flexibility of logging in late or even start working early (Duberley and Carrigan, 2012; Ekinsmyth, 2011 and 2013; Ozurumba, 2012).

IV. DATA ANALYSIS

For the current study qualitative methodology was adopted to explore the emerging entrepreneurial phenomenon. All the aspects of this nascent phenomenon would be difficult to capture “via a standardised quantitative approach at this stage of development of the research topic” (Ettl and Welter, 2010). Therefore qualitative methodology was found most suitable to “to understand the push and pull factors of an individual’s life stage” that “influence the entrepreneurial process” (Harris et

al., 2012). The sample of this study focuses on ten Indian mothers who successfully launched their own venture. A constructural skeletal of 10 successful mom entrepreneurs reflecting a brief profile of mompreneurs and their business was made. The profile of mompreneurs is presented in Table 2. “The logic and power of purposeful sampling lie in selecting information rich cases to study in depth” (Patton, 2002).

Case-study methodology was particularly used since the field of reference was quite limited hence it was the only way to substantiate the apperception. An in-depth analysis of the case studies and their interviews was carried out and the interpretation of their narratives was carried out using the “verstehen” technique. This technique focuses on empathic understanding of “the thought processes of the actor, the actor’s meanings and motives, and how these factors led to the action (or interaction). Thus the open and empathic understanding of mompreneurs narratives as well as their actions not only revealed the interpretation of the subjective ‘states of mind’ of actors (Parsons, 1964) but also brought forth the common themes and the challenges for them, so as to present the dynamics peculiar to this entrepreneurship segment. Based on this thematic guide, further specific recommendations are given for the new Mumpreneurs.

Table 2. Profile of the selected Mompreneurs (Developed by the author)

	Case 1	Case 2	Case 3	Case 4	Case 5	Case 6	Case 7	Case 8	Case 9	Case 10
Mompreneur's name	Suchi Mukherjee	Dr. Rupali Ambegaonkar	Garima Satija	Nidhi Batra	Rebekkah Kumar	Rohina Anand Khira	Suman Dash	Meena Bindra	Ambika Ankit	Mani Pavitra
Matrimonial status	Married & two children	Married and a daughter	Married and a daughter	Married and two boys	Married and two sons	Married and two daughters.	Married and a daughter	Married and two sons	Married & a child	Married & two children
Education	Master's in Economics and Finance from LSE	Master's in Orthopaedic Sports Medicine	MBA	MA in Int. Journalism from UK	Engineering & MBA	Honours degree in woven textiles	Engineering in Electronics & Telecommunication	MA	Masters in Journalism and Mass communication	MDS in orthodontics & PG Diploma in Laser Dentistry
Employment Status	Founder and CEO	CEO and Co-founder	Founder	CEO and Co-Founder	Founder	CEO	Founder	Founder	Proprietor	Founder
Business Name	Lime Road	Tea Culture of the World	Posh Vine	Nirvana Excursion	fourseven.in	AA Living	Vastradi	BIBA	The A-Cube Project	Pampered Moms & Pampered Kids & Million Moms
Start up year	2012	2010	2011	2013	2006	1998	2011	1982	2012	2015, 2017

V. RESULTS & DISCUSSION

The results revealed that in terms of demographics, the mompreneurs have an extraordinary profile in terms of being of young, well educated, and married with young children. All of them had a prior professional experience. This was interesting especially when compared to other average women entrepreneurs of India who are of older age, less educated with lesser prior experience.

A. Antecedents

The analysis of the interviews of the mompreneurs was undertaken to analyze their motivation or antecedents to them setting up the venture. The most often quoted factors were identified from the literature and further the mompreneurs reasons were matched with the same. The identified antecedents are presented in Table 3. They confirm some of the following themes.

1. Balancing Work – Family

The analysis of interviews of the sampled mompreneurs revealed that wanting to give time to family was the most important reason for setting up the business. Each mother by nature is closely connected with their babies and wants to spend more time with them, therefore own business gives them this freedom. Rebbakah Kumar who had a high-profile corporate career & worked at Microsoft for nine year said, “I wanted to spend time with my young children Armaan and Simran. It was also an opportunity for me to focus on being a mom 100%, which is the most amazing role in the world!”

The 9 to 5 job does not provide them enough flexibility to balance family and work. Therefore, for new mothers, entrepreneurship becomes an opportunity to balance both family and work.

2. Fulfilling their Passions, Ambitions & Creativity

Of the sampled mompreneurs, a large number of them had set up the venture to fulfill their own ambitions and passions. They had in fact been able to convert their passion into their profession. Dr. Rupali Ambegaonkar expressing her ambitions commented, “I wanted to create an empire and leave behind a legacy that my daughter could be proud of. I believe in doing everything with passion and perfection. I put my heart and soul into the task I undertake”. The Mompreneurs just like other women entrepreneurs are driven by their intrinsic needs. Nidhi Batra sharing her professional journey said, “I worked with NDTV as a television producer. After a couple of years in the media, I desired to explore the world beyond, and that led me to quit my media career and enter my family business..... but somehow, I still hadn’t found my calling. At least till I decided to pursue my passion for travel and began my own venture”. Similar thoughts were of Rohina Anand Khira who explained “For as long as I can remember, I’ve always known that I was made to contribute to the creative arts. I find that my personal design aesthetic is quite prominent in the store’s design selection and overall look. There is a sort of sync in my designing, my own personal style and home décor”. Hence, for many mompreneurs, it was an outlet to fulfill their own ambitions and creative needs. Ambika Ankit confessed, “I’m an entrepreneur, struck by wanderlust and all things beautiful. I love creating beautiful”. Being of creative nature, setting up venture that allows her to express her creativity was just a natural step. Rebekha Kumar in same vein said, “Jewellery is a category that I’m passionate about, being a collector of jewellery from around the world that’s is why I settled on jewellery and accessories business”

3. Intrinsic Needs –Autonomy, Independence, Social Status

For quite a few of them, being “your own boss” and having autonomy and independence was very important. A lot of women are working and have magnificent careers, but after birth of their children they give up careers and become stay- at- home mothers. This also lead to them being bored, lonely and unhappy. Therefore, setting up a new venture gives their careers a second lease of life and gives them self fulfillment, and independence. They also receive social recognition which adds to not only their self esteem but also their happiness. Women in general get a social recognition and independence by being an entrepreneurs as well as mothers and balancing both the roles (McClelland and Swail, Bell & Ibbotson, 2005). Dr. Rupali Ambegaonkar shared, “I gave up my medical profession to care for my daughter. After five years of staying away from medicine, I was inspired to start my own venture and feel useful”.

4. Income Generation

Though not largely quoted but some of the mompreneurs did specify income generation as a reason for setting up the business. With the ever increasing inflation and economically demanding economy, it is very difficult to run a household and maintain quality of life with single income of a spouse. Therefore mompreneurs play an important role in supplementing the family income by being an additional contributor to wealth of the family. Ambika Ankit Agarwal shared, “My mother single-handedly raised my brother and me, and after my father lost his fight against cancer, so I knew that I couldn’t be financially dependent on anyone but myself. That’s when I decided to use my creativity and start something of my own.” Nidhi Batra commented on need for profits said, “passion alone cannot drive a business. Striking the perfect balance between profession and passion is very important for the wealth generation”.

5. Opportunity Recognition

Another reason which was found to be common antecedent to entrepreneurial venture was un-catered market or unique business opportunity recognition. Motherhood brings in a new phase of life, where women are exposed to many new kind of baby products and items. For some needs, they find no products, or they are not available or need further improvement. Experiences of motherhood can metamorphize into recognition of new business opportunities wherein new mothers can often they end up setting up their own businesses in same field. (Richomme-Heut & Vial, 2014). Such was the experience of Mani Pavitra who shared, “I was best positioned to understand the gaps in the market and felt that my mompreneurial ventures helped to fill out those gaps”. Whereas some other mompreneurs recognized a market opportunity in their area of their interest. Rebekha Kumar talking about her business idea commented, “I had always loved Indian Jewellery. So when I started a business, I settled on jewellery and accessories because I saw a clear market gap and an opportunity where I could add specific value”.

6. Contributing to Society

Many mompreneurs had claimed that they had taken a break from their professional careers to devoted time to raising kids. Once their children grew up and started with schools they were left with a lot of time on their hands which allowed them to scan for the opportunities and analyze their contributory role to society. They wanted to get back to work, but with the additional responsibilities of children they opted for entrepreneurship. Ambika Ankit also had similar thoughts, “I completely believe that every individual has to have a vivid journey, nourished with varied experiences, so as to eventually arrive at a destination of your choice where you are contributing to society”.

B. Challenges

The qualitative analysis of the interviews of these mompreneurs also reflected some of the common challenges that they all face while some are specific to the nature of their venture. The identified challenges are presented in Figure 3.

Figure 3. The antecedents to Mompreneurship (Source: Developed by the author)

Pull Factors/Push Factors	Suchi Mukherjee	Dr. Rupali Ambegaonkar	Garima Satija	Nidhi Batra	Rebekkah Kumar	Rohina Anand Khira	Suman Dash	Meena Bindra	Ambika Ankit	Mani Pavitra
Devote time to children	X	x	X	x	x	x	x	x	x	X
Market opportunity	X		X	x	x			X	x	X
Contributing to Society		X			x		x	X		
Turning passion into profession			X	x	x	x	x		x	X
Interest & Creative needs	X	X	X	x	X	x	x	X	x	X
Making own identity		X	x			x		x		X
Income generation								X	x	

1. Work Life Balance

It is quite ironic that Work life balance, the main motivation behind setting up the venture was still unfulfilled. Almost all mompreneurs said that, with their professional life taking a big part of their day, often the work life balance becomes a challenges. Dr. Rupali disclosed, “Busy schedules make it extremely difficult to find time. As my work demands a lot of travelling, I barely have a personal life”. Mompreneurs were found to be aware of this shortcoming and took important steps so as to be able to devote more time to family. Garima Satija talking about her own initiatives for work –life balance said, “Now I have to enforce a few rules to ensure that I spend quality time with my child. It is a demanding schedule, especially when our company is on an upswing, and the team is growing”. Similarly, Nidhi Batra commented, “Striking the perfect balance between profession and passion becomes all the more difficult but with some rules put in I think I am coping well with this”

2. Time Management

Many mompreneurs conveyed that time management was often a huge challenge especially with additional child responsibilities. These new ventures, just like a baby, need a lot of time devoted to it. Hence it often happened that they end up ignoring their family. Many of them did set up rules for better allocation of time, but mostly it was still challenging. Kush Kalra expressing on time management issue commented, “The biggest challenge is time and setting a routine. In a regular job there is a set routine but this is one thing which is missing and one has to maintain self-discipline while deciding on the work assignments. When you are on your own you need more discipline and should know how to prioritize”. Dr. Rupali sharing her regret said, “It is extremely difficult to spend quality time with your children. When I was a homemaker during my five-year sabbatical, it was easy to spend all my time with my family. Ambika Ankit declared, “Scheduling and time management is key when it comes to being an available parent and effective entrepreneur”

3. Travelling

Often the professional engagement of new business requires travelling and leaving the children for some days. This is a huge challenge for them especially for those with very young children. Though majority of mompreneurs have tried to deal with this situation by seeking help from their families or

their own parents but overall travelling was still a problem for them. Nidhi commenting on her kids support said, “I owe it to my super supportive little kids to be nice enough to understand their mum’s lifestyle to travel with me for work”. Similarly, Suchi Mukherjee revealing the challenges of her initial phase of venture said, “Leaving my few months old son and a young daughter in London with my husband while travelling every month to India for 15days was a very tough time for the family. On moving to Delhi, I chose to live close to my nearest family so that I can seek their support”. Rebekkah Kumar on a similar note shared,” “My husband, children and family have all been very supportive. They understand when I have to work long hours or when I need to travel”.

4. Emotional Aspects

Momprenuers often are overwhelmed with their roles as mothers and as businesswomen. It takes a toll on them emotionally as well. Caring after young children takes huge emotional and physical toll on mothers. Ambika Anand discussing the emotional aspects revealed, “Parenthood means a certain amount of sacrifice in the beginning, more so from a mother. I won’t lie; I do miss life before Shanyraa, particularly the amount I used to travel.... Today, everything I do, I have to think twice before I do it because of my child”. On the other hand, Momprenuers often end up feeling guilty about choosing their professional engagements over their family. Suchi Mukerjee reminiscingly said “There are many ‘mom things’ I obviously misses in trying to be a successful entrepreneur”. Meena Bindra expressing about her entrepreneurial journey commented, “After the initial guilt trips, I realized that it is something that we, mothers, build up and it can be emotionally very challenging”. In case of single mothers, the burden becomes even heavier. Khush Kalra revealed, “Lack of emotional support is another challenge as a single mother she does find it getting overwhelming at times”.

5. Business Aspect

Setting up any new business is quite challenging. For many mompreneurs, it was their first entrepreneurial venture where they were dealing with all business related activities themselves Therefore for many of them finding the right employees, vendors or craftsmen as well as looking after the financial 7 marketing aspects was an uphill task. Suman Dash sharing her experience said, “The

Figure 4. The challenges faced by Momprenuers (Source: Developed by the author)

Pull Factors/Push Factors	Suchi Mukherjee	Dr. Rupali Ambegaonkar	Garima Satija	Nidhi Batra	Rebekkah Kumar	Rohina Anand Khira	Suman Dash	Meena Bindra	Ambika Ankit	Mani Pavitra
Creating Awareness & Acquisition	x	X	X	x	x					
Balancing work and family roles	x	X	X	x	x	x	x	X	x	
Time management & allocation		x	X	x	x	x		X	x	X
Travelling	x	x			x		x			
Finding experts/ craftsmen/vendors	x		X		x		x	X	x	
Emotional Aspects – feeling overwhelmed/guilty		x		x	x	x			x	X
Expanding the business	x	x	X	x	x	x	x	X	x	X

challenge so far has been in getting the business model right and connecting with reliable vendors”. Rebekkah Kumar also commented, “It is challenging right from finding the right manufacturing

partners to establishing a design language and standard”. Khush Kalra discussing the business challenges admitted, “Being a one-woman team, managing the business aspect is a tall order. When I started, making a bill was also a challenge”. While for others the customer acquisition, awareness and interface was an issue. Garima Satija discussing the challenges of various phases said, “Funding, initial documentations, getting together the right team were some of the initial challenges while now ensuring cash flows are in place, team is motivated and the customers are happy are the challenges that we overcome on daily basis.”

VI. RECOMMENDATIONS FOR NASCENT MOMPREENEURS

The roles of Mompreneurs is very interesting, it is amazing how they delicately balance their work and family responsibilities. Increasingly a large number of mothers are developing new ventures while their babies are sleeping as was seen from the given case studies. Considering, a large number of entrepreneurial ventures fail, it is important for new mompreneurs to strategize. Some of the recommendations from the successful mompreneurs are:

- a) Identify their own passions: The motherhood in itself is a heavily tiring journey; taking on another set of responsibilities of a business can be very taxing on women. Therefore it is important for them to pursue what they are passionate about and have appropriate skills for. At first they should evaluate their skills, hobbies and interests to see the feasible business project ideas (Parlapiano and Cobe, 2007). Meena Bindra advised, “When I started designing clothes as a hobby to earn some pocket money, I never dreamt of becoming a businesswoman, but today I feel if you have the passion for something, just do it,”
- b) Do market research: It is important for Mumpreneurs to undertake a detailed market research and undertake Product, financial, organizational feasibility and market feasibility as well as competitor analysis before materializing the idea so as to ensure that the product or service that they are going to offer will have customer acceptance. Rohina Anand talking about recognizing market potential commented, “I tried my hand at design, I realized that the fashion industry was too saturated. That’s when I began drifting towards interior textiles—an underrated industry”. Suman Dash of Vastradi said, “i found that the jewellery market is one of the fastest growing categories within the fashion segment. Hence the right place for investment”. The poor understanding of the customer needs and wrong assumptions can lead to development of unwanted or inaccurate product which then fails in the market. Therefore understanding the customer’s needs through market research is imperative (Galli, 2019).
- c) Target Niche: Mompreneurs begin their ventures with limited resources, they do not have the capacity to compete with bigger players or established players of the market. Therefore it is always better for them to target market niche – small market with specialized needs. Ambika Ankit on her entrepreneurial strategy said, “I discovered that there was a lack when it came to bespoke events. I was fortunate enough to tap that niche market at the correct time”. Rebekkah Kumar talking about the learning phase said, “I learned everything possible about the whole ideation-to-market value chain before I could launch the business and target the niche Indian silver jewellery market”.
- d) Build a quality based USP and branding: It is important for mompreneurs businesses to create a unique identity for them. They should build a quality based branding specially if they are in Baby product segments as the parents are very sensitive to quality of products related to Kids segment. Also for the frequently used model of e-retailing, maintaining e-service quality and being keep up to date with the current trends and the changing consumer behaviour is very important (Kim, Kim, & Lennon, 2018). Further they should promote their target customers by being present in right set of social events, business events, conferences and community centres, social media communities, local newspapers and related magazines. Rebekkah Kumar discussing the quality

aspects said, “We oversee a full quality control check in-house on every piece before we make our products available to customers”. Meena Bindra discussing the quality philosophy of her brand said, “Each garment is a work of art and I never work under pressure”. Another way to enhance quality is to have a strong supply chain networks as information sharing and collaboration with partners in logistics decreases costs, shortens delivery times and enhances product experience which translates into profits (Mohamed & Hassan, 2019)

- e) Support from spouse and family: Family support increases the probability of being a successful mompreneurs in long run (Duberley and Carrigan, 2012). Husband or the close knit family can offer support in taking care of the babies or young children. Husband also acts as mentors and can provide both emotional and financial support to women. Rebekkah Kumar disclosed, “We have a strong family and friends support network here, without that, there is no way I could have launched a new venture”. Suchi Mukherjee advising the new mompreneurs commented, “It is necessary to keep your family involved, so that it makes the business a more fun experience and your family’s support is definitely a motivational factor for you to aim higher”.
- f) The right HR team - The right team can make or break a company. So its important or mompreneurs to select the right kind of initial HR team. The Human resources of a organisation are its unique assets as well as its competitive advantage as they become instrumental in converting all the inputs into the desired outputs which cannot be imitated by the competitors (Anjum, Ming, & Puig, 2019). Similarly (Amalnik & Ravasan, 2018) discussed the importance of selecting the team members with right kind of qualifications and competencies are essential for success of any project. The relationship between the company and its employees is mutual when the employees are motivated it leads to a successful organisation (Galli, 2020)
- g) Time Management: Mompreneurs have multiple roles which require a lot of multitasking. Hence they should schedule and prioritize their tasks properly for better time management. “Mumpreneurs have to protect work and family time. You have to separate and set working hours as child-free time” (Parlapiano and Cobe, 2007). Rohina Anand commented that, “Scheduling and time management is key when it comes to being an available parent and effective entrepreneur”. Similarly Suman Dash said, “Of the many lessons which motherhood has taught me for my business, Time management and working smart are a few examples”.
- h) Build your own networks for resources: “Social networks always existed in the human history, to survive and then to better their life, people always relied on the friends/relative network around them” Truta, Campan, & Beckerich, 2018). Social capital and networking with other entrepreneur’s raises the probability of a being a successful entrepreneur (Newhouse, 2018). Mompreneurs can avail help, support and mentoring from specific Govt. Institutions and NGO’s, relevant associations, professional organizations or women’s business group like Sheroes, FLO, AIWA and mompreneur specific associations & websites and online communities for education & trainings in organisational, financial and marketing skills. Having networks of customers, co-workers and other partners from prior work experience allows a women to have access to more ideas and financial and non financial resources that maybe helpful in starting up a business venture (Ozurumba, 2012).
- i) Managing business growth & expansion: Mompreneurs often find that as the business flourishes, they need to streamline the business processes, have appropriate expansion strategies and maintain a nice rate of growth ensuring along with the required family time. Garima Satija discussing her growth strategy said “Posh Vine by aggregating premium restaurants and chefs willing to create unique activities, and later extended to other categories as well’. Similarly, Nidhi Batra discussing her expansion plans shared, “We are working on our Home Agent Programme, which is primarily for stay-at-home and ex-professional moms, who don’t want to work full-time, but be productive when their kids and spouses are away.”

VII. CONCLUSION & FUTURE RESEARCH SCOPE

The increasing numbers of Mompreneurs clearly indicate that mothers are no less as businesswomen. This article has attempted to create a comprehensive understanding of this new version of female entrepreneurship. It explored the scarce literature to bring forth the various definitions and the facets highlighted through them. The qualitative evaluation of the interviews of the top ten mompreneurs has brought forward the underlying antecedents for the mompreneurship whose primary aim is to devote more time to their families and fulfill their own intrinsic needs authors rather than making money.

Further the study, examined the challenges faced by the mompreneurs. Interestingly, balancing work-life balance, time management and prioritizing family over work still remains the biggest challenge for them. Some business specific needs such as travelling and finding finance, right suppliers and right customers remains other critical area for them. Based on the inputs from the real life mompreneurs further recommendations are given for the nascent mompreneurs. In end, it can be concluded that the mompreneurs can be the future role models for all communities and economies.

For future research, a better understanding of the potential contribution of Mompreneurs to the world's economy and social equity needs to be explored. Furthermore, considering the emergence of "stay-at-home-Dads" or "Dadpreneurs", wherein males are accepting the childcare role, research into these aspects also needs further investigation as it would be interesting to see similarities (and differences) between genders within the Mumpreneurs and Dadpreneur phenomena.

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Amandeep Dhaliwal is an Associate Professor at the Faculty of Management Studies, Manav Rachna International Institute of Research & Studies, Faridabad. Her area of specialization includes Women Entrepreneurship, Digital Marketing & IT. She has a corporate experience of eight years after which she has been in academics for the last ten years. She has numerous research publications in coveted international and national journals and books to her name. She won the 'Young Scholars Award' in 2015.