

## **THE PROCESS OF BECOMING A MUMPRENEUR: AN EMOTIONAL JOURNEY OF CHALLENGES AND REWARDS**

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### **Introdução**

In the contemporary world, with more women excelling in entrepreneurship, research has explored how family and personal lives impact women entrepreneurs (Rodrigues, Daniel & Franco, 2023). This led to the term "mumpreneurship," describing mothers who own businesses (Ekinsmyth, 2014; Richomme-Huet et al., 2013). Interest surged after Patricia Cobe and Ellen Parlapiano's contributions in the late 1990s and the 2009 "Mumsclub" conference (Ekinsmyth, 2011).

### **Problema de Pesquisa e Objetivo**

Despite the growing interest, the literature is still scarce, especially in exploring how motherhood influences entrepreneurial actions and the emotional aspects involved (Rodrigues, Daniel and Franco, 2023; Ekinsmyth, 2014). The purpose of this study is to analyze how motherhood shapes the entrepreneurial process throughout life and the role of emotions in this journey. The research questions are: How does the motherhood role shape the entrepreneurial process through the lifetime? What is the role of emotions through this process?

### **Fundamentação Teórica**

The concept of "mumpreneurship" describes women balancing motherhood and entrepreneurship, emphasizing the need for flexibility and work-family balance (Ekinsmyth, 2011; Dhaliwal, 2021). Studies show that entrepreneurial mothers face challenges like long hours and balancing duties (Jean and Forbes, 2012). They experience stress and satisfaction influenced by family support and social context (Cardon et al., 2012; Abuhussein and Koburtay, 2021). In Brazil, research on these experiences is still scarce (Camargo, Lourenço, and Ferreira, 2018).

### **Metodologia**

The research used Interpretative Phenomenological Analysis (IPA), developed by Smith in 1996, integrating phenomenology, hermeneutics, and an idiographic approach (Smith, Flowers & Larkin, 2009). IPA explores how people interpret their experiences, focusing on emotions and context (Gill, 2015). Influenced by Husserl and Heidegger, it emphasizes subjective meaning (Heidegger, 1996). Semi-structured interviews with entrepreneurial mothers analyzed how motherhood affects entrepreneurship (Gill, 2015).

### **Análise dos Resultados**

The main results found were that mothers' entrepreneurship is driven by factors such as family influence, the need to make a living, self-realization and the search for better conditions and role models for their children. However, they face challenges such as an intense emotional burden and difficulty in balancing work and motherhood. A support network is crucial for relieving stress. Emotional development is continuous and enriching, contributing to resilience and purpose (Smith, Flowers & Larkin, 2009; Gill, 2015).

### **Conclusão**

The study showed that motherhood affects mothers' entrepreneurship in various ways. Social and economic aspects influence their decisions, and social support is crucial for success. Emotions, such as love for family, self-fulfillment and job satisfaction, are important and help them face challenges. Despite the difficulties, mothers' entrepreneurship is guided by their feelings and the need to sustain and build their identity.

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