

## **THE IDENTITY OF THE ENTREPRENEURIAL MOTHER: WHAT IS KNOWN ABOUT THE TOPIC?**

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## **Introdução**

Academic interest in the topic of Entrepreneurial Identity has grown rapidly since entrepreneurial action is a deeply significant activity for the individual, reflecting their identity, the way they construct and express their self-concepts and the way they perform their different roles. Historically, entrepreneurship has been associated with characteristics typically associated with the male universe, and female entrepreneurship is understood as a phenomenon marked by identity conflicts that often lead women not to recognize themselves as belonging to the entrepreneurial group.

## **Problema de Pesquisa e Objetivo**

The study aims to analyze, through a systematic literature review, how the identity of the entrepreneurial mother has been understood, constructed and represented in academic studies. The research questions are: (1) How has the identity of the entrepreneurial mother been constructed and represented in the scientific literature? (2) What are the predominant theoretical and methodological approaches in studies on entrepreneurial mothers and; (3) What gaps or future opportunities does the literature point to in the study of the identity of entrepreneurial mothers?

## **Fundamentação Teórica**

Entrepreneurial action is an activity full of meaning and an expression of the individual's identity and self-concept. It is understood that the difficulty encountered by many women in fitting in as entrepreneurs can be explained by the conflicting meanings attributed to the identity of an entrepreneur and as a woman. As mothers, women can find in entrepreneurship a career possibility that allows them to reconcile work and family demands. The mumpreneur identity can be understood as hybrid, given the identity conflicts leading the need to constantly negotiate their role identities.

## **Discussão**

The identity of the entrepreneurial mother is marked by tensions, negotiations and resignifications. Motherhood can be seen as restrictive, but also integrating and motivating element for entrepreneurship, promoting a hybrid identity that articulates traditionally feminine and masculine attributes. Also, motherhood is as a central component of empowerment and authenticity in identity construction. The identity of the entrepreneurial mother is (re)constructed throughout the stage of life and the business, in its contextual, temporal, relational, dynamic and continuous way.

## **Conclusão**

The literature investigated is fragmented. The review contributes by presenting a model that integrates the different approaches. Also explores the research's understanding of the conflicts and negotiations between the roles of mother and entrepreneur, which bring to light hybrid identities with their own characteristics that challenge (or reinforce) normative gender models in entrepreneurship. In addition, the review provides a conceptual basis for future research that seeks to explore this identity in diverse realities, such as in the Global South and in contexts of social vulnerability.

## **Contribuição / Impacto**

The study of identity construction of the entrepreneurial mother is essential to understanding the experience of women who combine motherhood and entrepreneurship. Although female entrepreneurship has gained prominence in recent decades, there are still gaps in the literature regarding the identity implications of motherhood in this process. Understanding these identities contributes not only to advancing gender and entrepreneurship studies theoretically, but also to supporting public policies and organizational practices that promote greater equity, recognition and support.

## **Referências Bibliográficas**

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