

Danube Cup

Entrepreneurship Research Conference 2025

Conference theme: Entrepreneurship Research from a Small Business Perspective

Date of the conference: 10-11 October (Friday-Saturday) 2025

Location: Széchenyi István University, Management Campus Building
(Address: Egyetem tér 1, H-9026 Győr / Hungary)

Conference organisers:

- Széchenyi István University, Kautz Faculty of Business and Economics
- Corvinus University of Budapest
- Budapest University of Technology and Economics, Faculty of Economic and Social Sciences

Conference website: <https://danubecup.sze.hu/home>

Session 1 - Women Entrepreneurship in a Fast-Changing World

Session head(s):

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Orsolya Gergely, Sapientia Hungarian University of Transylvania, Miercurea Ciuc, Romania

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Session description:

Women Entrepreneurship in a Fast-Changing World: Expanding Horizons and the Role of Female Entrepreneurs in the Global Landscape

The role of women in entrepreneurship is receiving increasing academic attention as the business landscape evolves. Despite growing participation, women face significant barriers that hinder their business growth and success, including limited access to resources, networks, and funding. Social norms and gender-based obstacles, such as patriarchal structures and restricted mobility, exacerbate

these challenges. The entrepreneurial ecosystem remains predominantly male-dominated, complicating the path for women. Thus, fostering more role models is essential to inspire future entrepreneurs.

While much research has focused on Western contexts, significant gaps remain in understanding how cultural, geographic, and other factors influence women's entrepreneurial experiences globally. This session invites the exploration of diverse contexts, methodologies, and theoretical frameworks to deepen insights into women's ventures, from startup creation to scaling. Topics of interest include:

- Women's entrepreneurship in various contexts: cultural, geographic, industrial, and institutional
- Challenges faced by women-led businesses: innovation, growth, and industry focus
- Entrepreneurial processes: starting, managing, scaling, financing, and exiting ventures
- The impact of identity factors (race, ethnicity, class, education) on women's entrepreneurial journeys
- Indigenous women entrepreneurs: unique challenges and contributions
- Pedagogical innovations and gender-sensitive educational programmes for women entrepreneurs
- Gender and entrepreneurship policies: effectiveness and transferability across regions.

We encourage submissions that push theoretical and empirical boundaries, embrace creative methodologies, and foster interdisciplinary approaches, paving the way for an inclusive and diverse future research agenda in entrepreneurship.

Keywords: women entrepreneurship, the role of women in businesses, barriers and possibilities, gender in entrepreneurship, gender inequalities

References:

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2. Gergely, O. (2013). Filling the gap? Female entrepreneurs in Szeklerland, Romania. *Multidisciplinary Journal of Gender Studies*, 2(1), 58–80. <https://doi.org/10.4471/generos.2013.18>
3. Gergely, O., & Zerkula, A. (2021). "Either we start from scratch, or we close it": The effects of the COVID-19 pandemic on female entrepreneurs in Transylvania, Romania. *Acta Universitatis Sapientiae, Social Analyses*, 11, 60–78. DOI: 10.2478/aussoc-2021-0004
4. Gergely, O., Oborni, K., & Popovic-Pantic, S. (2024). Digitalization as a resilience strategy for women-owned SMEs during crises. *Society and Economy*. <https://doi.org/10.1556/204.2024.00013>

5. Gittins, T., Freész, G., & Huszák, L. (2022). The response of Hungarian SMEs to the COVID-19 pandemic: A resilience adaptation model. DOI: 10.5771/9783957103987-49
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 7. Huszák, L., & Oborni, K. (2022). Entrepreneurship mentoring for women at universities. DOI: 10.22503/inftars.XXII.2022.4.3
 8. Kézai, K. P., & Konczos Szombathelyi, M. (2021). Factors affecting female startappers in Hungary. *Economics and Sociology*, 14(4), 186–203. DOI: 10.14254/2071-789X.2021/14-4/11
 9. Nagy, B., Geambaşu, R., Gergely, O., & Somogyi, N. (2023). "In this together"? Gender inequality associated with home-working couples during the first COVID lockdown. *Gender, Work & Organization*. <https://doi.org/10.1111/gwao.12971>
 10. Ojo, N. M. E., Mafimisebi, O. P., & Arndt, F. (2022). Female entrepreneurs' innovativeness in digital business ecosystems. In *Handbook on Digital Business Ecosystems* (pp. 143–159). Edward Elgar Publishing. <https://doi.org/10.4337/9781839107191.00017>
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The deadline for submissions (i. Full papers, ii. Work-in-progress papers and iii. Good practice cases) is **1 June 2025**.

All submissions must use the submission template and follow the submission procedure described on the webpage <https://danubecup.sze.hu/submissions>. Otherwise, they will not be considered for review.