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Enhancing Womenpreneur Capabilities Through Innovation Development: Crossing The Chasm Framework

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Abstract: This study examines challenges faced by Indonesian womenpreneurs in innovation development and capability enhancement. Using a quantitative approach with Partial Least Square-Structural Equation Modelling (PLS-SEM), data were collected from 100 women entrepreneurs in Indonesia's tourism sector MSMEs. Results indicate that innovative behavior and entrepreneurial competencies significantly influence innovation development, which positively impacts womenpreneur success through innovation implementation. However, skill development programs showed no significant effect on innovation development. The findings emphasize the critical role of innovative behavior and entrepreneurial competencies in driving innovation development and subsequent business success among women entrepreneurs.

Keywords: Crossing The Chasm, Entrepreneurial Competencies, Innovation Development, Womenpreneur

INTRODUCTION

Women's participation in the business sector has increased significantly in recent years, challenging traditional gender roles that historically confined women to domestic responsibilities (Basdekis et al., 2023; Khan et al., 2025; Mardones & Ibañez, 2025). However, women entrepreneurs, or womenpreneurs, continue to face substantial barriers related to gender discrimination, limited access to capital, restricted market information, and inadequate capacity-building opportunities (Emon & Nipa, 2024; Helmiatin, 2017; Wu et al., 2019). These challenges are particularly pronounced in developing economies like Indonesia, where patriarchal cultural beliefs continue to influence entrepreneurial opportunities and outcomes for women.

The role of women entrepreneurs has become increasingly important for economic growth (Goklani & Rajani, 2025). Through initiative-taking, active participation, innovation, and business operation, women contribute significantly to national development. Technological innovation and entrepreneurship stimulate economic growth by creating employment opportunities, enhancing workforce skills, and implementing novel ideas, which substantially impact household income (Rubiano-Matulevich & Iacovone, 2021). As small and medium enterprises attract attention due to liberalisation, privatisation, and globalisation effects,

womenpreneurs must develop competitive competencies to thrive in local, national, and international markets (Khoo et al., 2024).

Innovation has emerged as a critical strategy for sustainable market management. Freeman (2010) conceptualizes innovation as organizational efforts to create new products using technology and information. More comprehensively, innovation represents the generation of new ideas for continuous change and development aligned with customer needs. Innovation extends beyond physical product creation to encompass attitudes, behaviors, beliefs, and practices not commonly understood, accepted, or utilized by the majority population in specific regions, driving societal transformation and quality of life improvements (Eppinger, 2021; Wittmayer et al., 2019).

Recent research has emphasized the importance of understanding innovation processes from holistic perspectives. While scholars widely recognize innovation as essential for maintaining competitive advantage, research in this field remains fragmented and inconsistent (Edwards, 2000; Kanter, 1999; Wolfe, 1994). Recent studies call for integrated approaches to better understand interactions among internal organizational activities, innovation process sequences, and managerial constructs influencing organizational innovation capabilities. Winning market competition requires high-quality product marketing and corporate innovation strategies (Dewi & Suparna, 2017). Innovation has become integral to business models for developing advanced business processes with improved profitability and efficient production (Fernandes & Solimun, 2017). Entrepreneurs must demonstrate creativity to capture and transform markets, develop technologies, and maintain competitive positions (Naheed et al., 2018).

Previous research has established several critical factors influencing women entrepreneurs' innovation capacity. Gundry et al. (2014) found that womenpreneurs' psychological capital significantly impacts creativity and subsequent business sustainability. Vaghely and Julien (2010) demonstrated that innovation closely relates to opportunity identification and development, with creativity serving as the necessary cognitive quality for opportunity evaluation. Social cognitive theory posits that different behaviors are influenced by two components: individuals and environment, with women pursuing entrepreneurial careers facing sociocultural challenges (Bandura, 1991; Bullough et al., 2017). Consequently, womenpreneurs may experience lower self-efficacy compared to male counterparts (Santos et al., 2016). Gender stereotypes represent environmental factors with the most substantial impact on women entrepreneurs' challenges, particularly in Indonesia, with its patriarchal beliefs emphasising male dominance over women (Liñán et al., 2022; Peng et al., 2023).

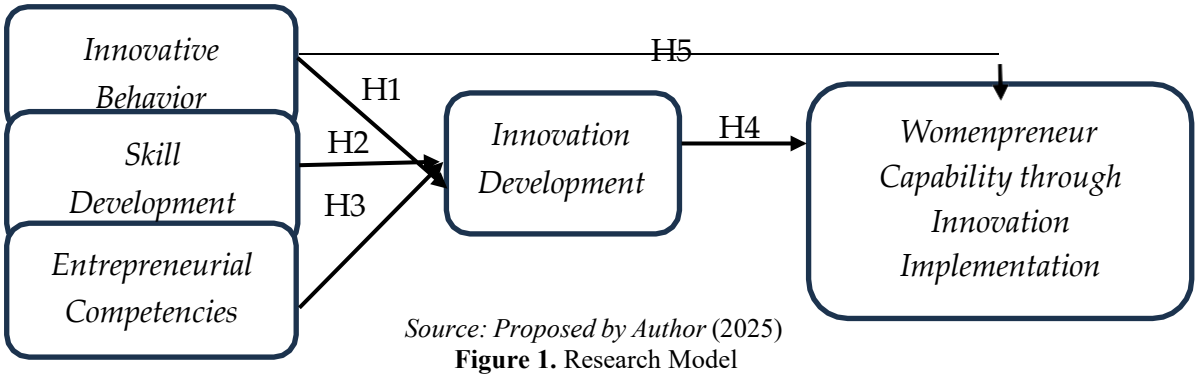
Understanding customer needs is fundamental to successful innovation (Kozludzhova, 2018). Innovation depends on comprehending client demands, though several considerations emerge during this process. Companies must understand three elements: tasks customers want to accomplish when using products and services, outcomes they expect, and barriers preventing them from using innovative products (Bo et al., 2025). These factors must be considered for innovation success and can help companies win innovation competition. However, innovation fails without customer interest, as marketable products only possess value when consumers purchase them, requiring companies to understand customer needs and desires comprehensively.

The concept of "crossing the chasm," popularised Moore (2014) through the "technology adoption lifecycle model," provides a framework for understanding innovation adoption stages. Rogers' (2003) adopter categorisation model identifies five adopter categories: innovators, early adopters, early majority, late majority, and laggards. Moore (2014) extended this model to describe significant barriers, analogous to a "chasm," that entrepreneurs face in transforming innovative ideas into commercially successful products and services. This chasm represents the gap between early adopters and early majority customers, requiring specific strategies to successfully transition innovations to mainstream markets.

Despite growing recognition of innovation's importance, womenpreneurs face unique challenges in developing and implementing innovations. These challenges stem from multiple sources: gender-based discrimination limiting access to resources, sociocultural barriers affecting self-efficacy and risk-taking behaviors, limited access to networks and mentorship, and inadequate skill development opportunities (Miran & Gültekin, 2024). Furthermore, women managing businesses from home must balance business and personal responsibilities, disrupting focus and limiting time for innovation activities (Wahyuni & Giantari, 2022). Women's capability to manage businesses remains doubted, with their roles considered "small" as they are perceived primarily as household managers. In business management, other challenges frequently faced include difficulty accessing necessary capital for business establishment, difficulty accessing markets for product sales and distribution, difficulty accessing information in the increasingly developed and open digital era to reach markets, consumers, and product suppliers, and difficulty accessing capacity enhancement opportunities such as exhibitions, comparative studies, and training (Helmiatin, 2017).

The gap in existing literature lies in understanding how womenpreneurs can effectively overcome these barriers to develop innovation capabilities. While previous research has examined individual factors such as entrepreneurial orientation, psychological capital, and gender stereotypes, limited research has integrated these factors into a comprehensive framework examining how innovative behavior, skill development programs, and entrepreneurial competencies collectively influence innovation development and business success among women entrepreneurs (Gundry et al., 2014; Liñán et al., 2022; Lumpkin & Dess, 1996). Most studies focus on isolated factors without examining their interactive effects or mediating mechanisms through which they influence outcomes. Additionally, few studies specifically address the Indonesian context, where cultural and institutional factors create unique challenges for women entrepreneurs. This study addresses this gap by investigating the relationships among these critical factors and their impact on womenpreneur success through innovation implementation.

The novelty of this research lies in applying the "crossing the chasm" framework to understand barriers womenpreneurs face in transforming innovative behaviors into successful innovation implementation within the Indonesian tourism MSME context. Unlike previous studies focusing on individual factors, this research provides an integrated model examining how multiple factors interact to influence innovation development and ultimately determine womenpreneur success. By identifying which factors most significantly contribute to innovation development, this study offers practical insights for designing targeted interventions to enhance women entrepreneurs' innovation capabilities. The research extends Moore's technology adoption chasm concept to entrepreneurial capability development, providing new theoretical perspectives on innovation barriers specific to women entrepreneurs.



Source: Proposed by Author (2025)

Figure 1. Research Model

This study hypothesizes that innovative behavior positively influences innovation development (H1), skill development programs positively influence innovation development

(H2), entrepreneurial competencies positively influence innovation development (H3), innovation development positively influences womenpreneur success through innovation implementation (H4), and innovative behavior positively influences womenpreneur success through innovation implementation (H5). The research objectives include evaluating validity and reliability of research constructs, testing hypotheses related to innovative behavior, skill development programs, and entrepreneurial competencies' influence on innovation development, and assessing the model of womenpreneur success through innovation implementation. Through achieving these objectives, this study aims to provide evidence-based recommendations for policymakers, business support organizations, and women entrepreneurs themselves to enhance innovation capabilities and business success among womenpreneurs in Indonesia.

METHOD

This study employed a quantitative approach using Structural Equation Modelling with Partial Least Square (SEM-PLS) to identify variables and measure relationships among them. The research design utilized both primary and secondary data collection methods (Creswell & Creswell, 2022; Hair & Brunsveld, 2019; Sarstedt et al., 2021). Primary data were collected through structured questionnaires distributed to respondents, while secondary data were obtained through a systematic literature review of relevant academic journals, books, and reports addressing women entrepreneurship, innovation development, and related topics.

The research population comprised women entrepreneurs operating micro, small, and medium enterprises (MSMEs) in Indonesia's tourism sector. This sector was selected due to its significant contribution to the Indonesian economy and substantial participation of women entrepreneurs. Sample determination employed the snowball sampling technique, a non-probability purposive sampling method based on specific considerations and referrals from initial respondents. The sampling process began with identifying key womenpreneurs in the tourism sector who met the inclusion criteria, then requesting referrals to other women entrepreneurs with similar characteristics. The final sample consisted of 100 womenpreneurs operating MSMEs across various tourism subsectors, including accommodation, food and beverage services, travel agencies, and tourism attractions. Companies were deliberately selected to ensure representation across enterprise sizes (micro, small, and medium) to capture diverse experiences and challenges across different business scales.

Research variables were operationalised with specific indicators measured using established scales adapted from relevant literature. The independent variables consisted of innovative behavior (X1), measured through six indicators including knowledge needs, experimenting needs, mentoring support, cognitive process, self-efficacy, and idea generation, promotion, and realization; skill development program (X2), measured through three indicators including job enrichment, retraining, and coaching, mentoring, and counseling; and entrepreneurial competencies (X3), measured through three indicators including financial management, creativity and innovation, and decision making. The mediating variable, innovation development (Y1), was measured through three indicators: technological proficiency and adaptability, creative problem-solving skills, and innovation mindset. The dependent variable, womenpreneur success through innovation implementation (Y2), was measured through four indicators: personal fulfilment, social impact, work values impact, and financial sustainability. Each indicator consisted of multiple measurement items designed to comprehensively capture the construct's dimensions.

The questionnaire served as the primary research instrument for collecting information from respondents through structured written statements. Measurement utilised a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), allowing respondents to indicate their level of agreement with each statement. The questionnaire was pilot-tested with 15 womenpreneurs not included in the final sample to ensure clarity, relevance, and

comprehensibility of items. Based on pilot test feedback, minor revisions were made to improve question wording and eliminate ambiguities.

Data collection was conducted over three months through multiple channels to maximize response rate and accessibility. Questionnaires were distributed through both physical and digital formats, with researchers visiting business locations to administer surveys personally and utilizing online survey platforms for remote participants. This mixed-mode approach accommodated womenpreneurs' varying preferences and time constraints. Before data collection, researchers obtained informed consent from all participants, explaining the research purpose, confidentiality provisions, and voluntary participation. Response rate reached 100% as researchers maintained continuous follow-up with potential respondents to ensure complete data collection.

Data analysis employed Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0 software. PLS-SEM was selected due to its appropriateness for exploratory research, ability to handle complex models with multiple relationships, minimal sample size requirements, and capability to work with both formative and reflective indicators. According to Ghozali and Latan (2015), PLS-SEM analysis comprises three main components: measurement model (outer model) evaluation, structural model (inner model) evaluation, and overall model goodness of fit assessment.

The outer model evaluation assessed how manifest variables represent latent variables, examining validity and reliability of measurement instruments. Convergent validity was evaluated through loading factor values and Average Variance Extracted (AVE). Loading factors above 0.7 indicate strong indicator validity for confirmatory research, though values between 0.6 and 0.7 are acceptable for exploratory research. AVE values exceeding 0.5 demonstrate adequate convergent validity, indicating that constructs explain more than half of their indicators' variance. Discriminant validity was assessed through two methods: comparing square root of AVE with inter-construct correlations, where the square root of AVE should exceed correlations with other constructs, and examining cross-loading patterns, where indicator loadings on their own constructs should exceed loadings on other constructs. Reliability testing utilized three criteria: composite reliability values exceeding 0.7, AVE values exceeding 0.5, and Cronbach's alpha values exceeding 0.7, ensuring measurement accuracy, consistency, and precision.

The inner model evaluation examined relationships between latent constructs through estimated path coefficient parameters and significance levels. Path coefficients indicate the strength and direction of relationships between variables, with positive values indicating positive relationships and negative values indicating negative relationships. Statistical significance was assessed using t-statistics and p-values, with t-statistics exceeding 1.96 (for two-tailed tests at 5% significance level) or p-values less than 0.05 indicating statistically significant relationships.

Goodness of fit assessment utilised (R^2) and predictive relevance (Q^2) values. R^2 indicates the proportion of variance in endogenous variables explained by exogenous variables, with values of 0.25, 0.50, and 0.75 indicating weak, moderate, and substantial explanatory power respectively. Q^2 assesses the model's predictive relevance, calculated using the formula $Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)...(1 - R^2_n)$ for models with multiple endogenous variables. Q^2 values exceeding zero indicate adequate predictive relevance, with values of 0.02, 0.15, and 0.35 indicating small, medium, and large predictive relevance (Ghozali & Latan, 2015)(Ghozali & Latan, 2015).

Hypothesis testing was conducted through path coefficient analysis, comparing calculated t-statistics with critical t-values. Hypotheses were accepted when t-calculated exceeded t-table (1.96 at 5% significance level) with p-values less than 0.05, indicating statistically significant relationships between variables. The analysis also examined both direct and indirect effects,

with mediation analysis assessing whether innovation development mediates relationships between independent variables and womenpreneur success.

RESULTS AND DISCUSSION

Data analysis was conducted using Partial Least Square (PLS) with SmartPLS 3.0 software. According to Latan and Ghozali (2022), PLS measurement models consist of measurement models (outer model), goodness of fit (GoF) criteria, and structural models (inner model). The outer model evaluation assessed how manifest variables represent latent variables for measurement, testing both validity and reliability through convergent validity, discriminant validity, and reliability measures.

Convergent validity evaluation examined correlations between item scores and component scores. Reflective individual measurements are considered high when loading factor values exceed 0.7 for confirmatory research, with AVE values exceeding 0.5. Results indicated that all measurement indicators demonstrated adequate convergent validity. The innovative behavior variable comprised six indicators with loading factor values ranging from 0.763 to 0.860, all exceeding the 0.7 threshold with t-statistics ranging from 16.308 to 38.378 ($p < 0.001$). Skill development program consisted of three indicators with loading factors from 0.824 to 0.887 and t-statistics from 15.093 to 17.060 ($p < 0.001$). Entrepreneurial competencies showed loading factors ranging from 0.786 to 0.881 with t-statistics from 17.890 to 31.563 ($p < 0.001$). Innovation development demonstrated loading factors from 0.827 to 0.877 with t-statistics from 24.175 to 36.517 ($p < 0.001$). Womenpreneur success through innovation implementation exhibited loading factors ranging from 0.763 to 0.844 with t-statistics from 10.044 to 31.809 ($p < 0.001$). These results confirm that all indicators validly measure their respective constructs.

Discriminant validity was assessed through square root of AVE and cross-loading values. Table 1 presents AVE square root values (diagonal) and inter-construct correlations, demonstrating that square root AVE values exceed inter-construct correlations, confirming discriminant validity.

Table 1. Discriminant Validity Result

Variable	EC	ID	IB	SDP	WS
Entrepreneurial Competencies (EC)	**0,844**				
Innovation Development (ID)	0,577	**0,853**			
Innovative Behavior (IB)	0,499	0,570	**0,822**		
Skill Development Program (SDP)	0,429	0,395	0,374	**0,863**	
Womenpreneur Success (WS)	0,607	0,674	0,589	0,493	**0,802**

Source: Primary Data Processing (2025)

Cross-loading analysis further confirmed that indicator correlations with their respective constructs exceeded correlations with other constructs, demonstrating good discriminant validity. Reliability assessment utilized composite reliability, AVE, and Cronbach's alpha, with results presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Entrepreneurial Competencies	0,800	0,881	0,712
Innovation Development	0,812	0,889	0,727
Innovative Behavior	0,904	0,926	0,676
Skill Development Program	0,831	0,897	0,744
Womenpreneur Success	0,814	0,878	0,643

Source: Primary Data Processing (2025)

All constructs exceeded required thresholds with AVE values above 0.5, composite reliability values above 0.7, and Cronbach's alpha values above 0.7, confirming reliable measurement instruments. These comprehensive validity and reliability assessments ensure that the research instruments accurately and consistently measure the intended constructs.

Goodness of Fit evaluation assessed structural model quality through R-square (R^2) and Q^2 values. The innovation development variable showed R^2 of 0.449, indicating that innovative behavior, skill development program, and entrepreneurial competencies explain 44.9% of innovation development variance, with the remaining 55.1% explained by other variables not included in this model. Womenpreneur success through innovation implementation demonstrated R^2 of 0.517, indicating that predictor variables explain 51.7% of variance, with 48.3% explained by other factors. The Q^2 calculation yielded a value of 0.734 ($Q^2 = 1 - (1 - 0.517)(1 - 0.449) = 0.734$), which substantially exceeds zero, demonstrating strong predictive relevance and good model fit. This high Q^2 value, approaching 1, indicates that the structural model possesses excellent fit with the observed data.

Structural model analysis enabled hypothesis testing through path coefficient examination. Table 3 summarises path coefficient results for all hypothesised relationships in the research model.

Table 3. Path Coefficients

Path	Original Sample	Standard Deviation	T Statistics	Values	Result
Entrepreneurial Competencies → Innovation Development	0,353	0,087	4,051	0,000	Supported
Innovation Development → Womenpreneur Success	0,502	0,082	6,153	0,000	Supported
Innovative Behavior → Innovation Development	0,352	0,077	4,545	0,000	Supported
Innovative Behavior → Womenpreneur Success	0,303	0,071	4,282	0,000	Supported
Skill Development Program → Innovation Development	0,112	0,090	1,249	0,000	Not Supported

Source: Primary Data Processing (2025)

The first hypothesis examining innovative behavior's influence on innovation development received strong support. Results showed a path coefficient of 0.352 with t-statistic of 4.545 ($p < 0.001$), exceeding the critical t-value of 1.96, confirming that innovative behavior significantly and positively influences innovation development. This finding aligns with previous research emphasizing innovation's dependence on entrepreneurial orientation and creative behaviors (Lumpkin & Dess, 1996). Innovative behavior encompasses knowledge acquisition, experimentation, mentoring utilization, cognitive processing, self-efficacy, and idea generation activities that collectively drive innovation development among womenpreneurs. The significant positive relationship demonstrates that womenpreneurs who actively engage in innovative behaviors, including seeking new knowledge, experimenting with novel approaches, utilizing mentoring support, applying cognitive processing to problems, maintaining high self-efficacy, and systematically generating and promoting ideas, achieve higher levels of innovation development. This result underscores the importance of fostering innovative mindsets and behaviors among women entrepreneurs as foundational elements for successful innovation outcomes.

The second hypothesis, proposing that skill development programs positively influence innovation development, was not supported. The path coefficient of 0.112 with a t-statistic of 1.249 ($p = 0.212$) did not reach statistical significance, representing an unexpected finding that contradicts conventional assumptions regarding skill development's role in innovation. Several

explanations may account for this result. First, skill development programs may not adequately address womenpreneurs' specific needs in the Indonesian context. Programs designed for general entrepreneurial populations may fail to address unique challenges women face, including balancing domestic responsibilities with business activities, overcoming gender stereotypes, and accessing male-dominated business networks. Second, program quality and relevance may vary substantially, with some programs focusing on basic business skills rather than advanced innovation capabilities required for developing and implementing innovations successfully. Third, timing and accessibility issues may prevent womenpreneurs from fully participating in and benefiting from available programs, particularly given women's multiple responsibilities managing both business and household duties.

This finding extends previous research by suggesting that mere availability of skill development programs does not guarantee innovation outcomes. Programs must be specifically designed to address women entrepreneurs' contextual challenges and innovation needs rather than applying generic training approaches. This result calls for re-examining how skill development programs are designed, delivered, and evaluated for women entrepreneurs in developing economies, suggesting that future programs should incorporate gender-sensitive pedagogies, flexible scheduling accommodating womenpreneurs' time constraints, mentoring components connecting participants with successful women innovators, and content specifically addressing innovation development rather than only basic business skills. The non-significant effect contradicts assumptions underlying many entrepreneurship support initiatives but aligns with emerging critiques regarding generic capacity-building programs' effectiveness (Bullough et al., 2017).

The third hypothesis examining entrepreneurial competencies' influence on innovation development received strong support. The path coefficient of 0.353 with a t-statistic of 4.051 ($p < 0.001$) confirms that entrepreneurial competencies significantly and positively influence innovation development. Entrepreneurial competencies, including financial management, creativity and innovation, and decision-making capabilities, serve as critical foundations for innovation activities. This finding corroborates research by Gundry et al. (2014) demonstrating that entrepreneurial competencies enable effective innovation development. Financial management competencies enable appropriate resource allocation for innovation projects, ensuring adequate funding for experimentation, prototype development, and market testing. Creativity and innovation competencies facilitate novel solution development, enabling womenpreneurs to identify unique approaches addressing customer needs and market gaps. Decision-making capabilities support strategic choices regarding innovation directions and implementation approaches, helping womenpreneurs navigate uncertainties inherent in innovation processes. The strong positive relationship indicates that developing these multidimensional competencies represents a critical pathway for enhancing womenpreneurs' innovation capabilities.

The fourth hypothesis proposing that innovation development positively influences womenpreneur success through innovation implementation demonstrated the strongest relationship in the model. Results showed a path coefficient of 0.502 and t-statistic of 6.153 ($p < 0.001$), providing robust support for this hypothesis. Innovation development serves as a critical pathway to business success through innovation implementation, representing the essential bridge between innovation capabilities and tangible business outcomes. This finding aligns with contemporary innovation literature emphasizing that innovation represents not merely idea generation but successful implementation translating ideas into market value (Keeley et al., 2013). For womenpreneurs, innovation development enhances competitive positioning in markets where women entrepreneurs often face discrimination and limited access to traditional resources such as capital and established business networks. Through developing innovations that create differentiated value propositions, womenpreneurs can compete effectively despite resource constraints and gender-based barriers. Innovation development

ultimately contributes to multiple dimensions of success including personal fulfillment derived from creative accomplishment, social impact through job creation and community contribution, work values realization enabling women to pursue meaningful entrepreneurial activities, and financial sustainability ensuring long-term business viability. The substantial effect size underscores innovation development's central role in determining womenpreneurs' business success.

The fifth hypothesis, examining innovative behaviour's direct influence on womenpreneur success through innovation implementation, received strong support. The path coefficient of 0.303 with a t-statistic of 4.282 ($p < 0.001$) indicates that innovative behavior directly influences womenpreneur success beyond its mediated effect through innovation development. This finding suggests dual pathways through which innovative behavior impacts success: directly through entrepreneurial actions and indirectly through systematic innovation development. The direct effect demonstrates that innovative behaviors create immediate value through entrepreneurial actions responding to market opportunities, even before innovations become fully developed and systematically implemented. This result extends previous research by demonstrating that innovative behaviors benefit womenpreneurs both through structured innovation processes and through direct entrepreneurial actions capitalizing on emerging opportunities. The significant direct effect alongside the mediated effect (through innovation development) indicates that womenpreneurs benefit from both systematic innovation approaches and opportunistic entrepreneurial actions, suggesting that effective innovation strategies should incorporate both deliberate innovation development processes and responsive entrepreneurial behaviors.

These findings provide important insights when integrated with previous research. The significant influence of innovative behavior on both innovation development and business success extends Lumpkin and Dess (1996) entrepreneurial orientation framework to the specific context of women entrepreneurs. While their research established entrepreneurial orientation's general importance, this study demonstrates its particular significance for womenpreneurs navigating gender-based barriers. The direct effect of innovative behavior on success ($\beta = 0.303$) alongside its indirect effect through innovation development ($\beta = 0.352 \times 0.502 = 0.177$) suggests that womenpreneurs benefit from both systematic innovation approaches and opportunistic entrepreneurial actions, indicating multiple pathways through which innovative behaviors contribute to business success.

The non-significant effect of skill development programs challenges assumptions underlying many entrepreneurship support initiatives but aligns with emerging critiques regarding generic capacity-building programs' effectiveness (Bullough et al., 2017). This finding suggests that context-sensitive interventions addressing womenpreneurs' specific barriers may prove more effective than standardised training programs. The result indicates that current skill development approaches may not adequately address women entrepreneurs' unique challenges in innovation contexts, calling for reconceptualised support programs incorporating gender-sensitive pedagogies, flexible delivery mechanisms, and innovation-focused content. Future research should investigate what types of skill development activities effectively support women entrepreneurs' innovation capabilities, examining program characteristics that differentiate effective from ineffective interventions.

The strong influence of entrepreneurial competencies on innovation development ($\beta = 0.353$) corroborates Vaghely and Julien (2010) findings linking cognitive capabilities to innovation. However, this study extends their work by demonstrating that not only creativity but also financial management and decision-making competencies contribute significantly to innovation development. This multidimensional competency requirement suggests that effective support for womenpreneurs must address diverse capability areas rather than focusing narrowly on creative skills. The finding emphasizes the importance of holistic competency

development encompassing financial, creative, and strategic decision-making capabilities as foundations for successful innovation.

The dominant role of innovation development in driving business success (β = 0.502) provides empirical support for innovation theory's central tenets while highlighting innovation's particular importance for womenpreneurs. In contexts where women face discrimination and limited access to traditional success factors such as capital and networks, innovation may represent an especially important competitive advantage enabling differentiation and value creation despite resource constraints. This finding aligns with Rubiano-Matulevich and Iacovone's (2021) emphasis on innovation's role in enabling women entrepreneurs' economic contributions, demonstrating that innovation serves as a critical mechanism through which womenpreneurs overcome structural barriers and achieve business success.

The study's application of Moore's (2014) “crossing the chasm” framework to womenpreneurs' innovation challenges provides valuable theoretical extension. While Moore focused on technology adoption across customer segments, this research demonstrates the framework's applicability to understanding barriers entrepreneurs face in transforming innovative behaviors into successful business outcomes. The “chasm” for womenpreneurs appears not solely in customer adoption but in organizational capability development, where inadequate skill development programs fail to bridge gaps between entrepreneurial aspirations and innovation realization. The framework effectively conceptualizes the challenge of transitioning from innovative behaviors to systematic innovation development and ultimately to successful implementation, highlighting critical transition points where womenpreneurs require targeted support.

Research limitations should be acknowledged. The sample's focus on the tourism sector MSMEs may limit generalizability to other sectors, as gender-specific challenges and opportunities may vary across industries. The cross-sectional design limits causal inference, with longitudinal studies needed to examine how innovation capabilities develop over time and their long-term impact on business success. Additionally, the study's reliance on self-reported measures may introduce common method bias, though statistical tests suggest this does not substantially affect results. Future research should employ multi-method approaches, including longitudinal designs, objective performance measures, and qualitative investigations exploring womenpreneurs' lived experiences in developing and implementing innovations.

Despite limitations, this study makes important theoretical and practical contributions. Theoretically, it extends innovation and entrepreneurship literature by providing an integrated framework examining how multiple factors collectively influence womenpreneurs' innovation capabilities and success. The finding that skill development programs do not significantly influence innovation development challenges conventional approaches and calls for reconceptualizing how entrepreneurial support is designed and delivered. Practically, results suggest that efforts to enhance womenpreneurs' success should prioritize developing innovative behaviors and entrepreneurial competencies rather than relying primarily on generic skill development programs. Policymakers and business support organizations should design interventions specifically addressing women entrepreneurs' contextual challenges, including gender stereotypes, access to networks, and work-life balance issues, incorporating experiential learning, mentoring relationships, and opportunity recognition rather than only technical skill training.

CONCLUSION

This study examined factors influencing Indonesian womenpreneurs' innovation development and business success, demonstrating that innovative behavior and entrepreneurial competencies significantly drive innovation development, which subsequently impacts womenpreneur success through innovation implementation. However, skill development programs showed no significant effect, suggesting current programs inadequately address

womenpreneurs' specific needs. The research validates applying the "crossing the chasm" framework to understanding barriers womenpreneurs face in developing innovation capabilities while challenging assumptions underlying many entrepreneurship support initiatives.

These findings carry significant implications for policy and practice. Government agencies, business support organisations, and educational institutions should design targeted interventions to develop womenpreneurs' innovative behaviours and entrepreneurial competencies through experiential learning, mentoring relationships, and contextually relevant capacity building rather than standardised training programs. Programs should specifically address gender-based barriers, including stereotypes, limited network access, and work-life balance challenges uniquely affecting women entrepreneurs. Future research should investigate characteristics differentiating effective from ineffective skill development programs, examine how innovation capabilities develop over time, and explore how contextual factors moderate relationships between innovative behaviour, competencies, and innovation outcomes through longitudinal and comparative studies across sectors and cultural contexts.

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