

Connecting for mompreneur success: The essential role of quality of network ties and knowledge sharing across partners

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Abstract

Knowledge sharing activity and quality of network ties play a crucial role for mompreneurs as it provide essential support, resources, and opportunities for performance growth. This study aims to examine, from the perspective of women entrepreneurs (mompreneurs), the impact of the quality of mompreneur network ties and knowledge sharing across networks on product innovation, and business performance. This study investigates mompreneurs in the tourism industry, particularly several tourist destinations in Yogyakarta, Indonesia. This study's samples consist of 167 mompreneurs in the tourism industry. We analyzed the data using structural equation modeling partial least squares (SEM-PLS) and WarpPLS version 8.0 was used to process the data. We utilize SEM-PLS due to the relatively small sample size of 167 tourism industry owners or managers. The findings of this study indicate that the quality of mompreneur network ties has a significant impact on knowledge sharing across networks, product innovation, and business performance. Other findings indicate that knowledge sharing across networks positively and substantially affects product innovation. This research offers insights into enhancing the performance of SME enterprises operated by mompreneurs.

Keywords

quality of mompreneur networks ties; knowledge sharing across networks; product innovations; business performance

INTRODUCTION

Knowledge is an essential part of the business. Knowledge is an overwhelmingly vital productive resource in terms of its contribution to value-added (Kadri et al., 2023), its strategic significance, and business sustainability (Budur et al., 2024). The ability to impart one's understanding, wisdom, and expertise to others is a result of engaging in knowledge sharing. This information could help the receiver enhance their abilities. Simply put, knowledge sharing is the act of exchanging information and ideas among people, organizations, and communities for the benefit of all involved.

Knowledge sharing across networks denotes the organized dissemination of information, insights, and skills among individuals or organizations inside a network. The process involves the dissemination and transmission of knowledge to promote

learning, collaboration, and progress. By exchanging knowledge within networks, individuals may access diverse perspectives, obtain innovative ideas, and utilize collective intelligence. This method eventually enhances creativity, problem-solving skills, and informed decision-making. The act of sharing information within networks facilitates the accumulation and application of collective knowledge, therefore significantly contributing to the progress and success of individuals and organizations. The dissemination of information across networks enables individuals to benefit from the collective knowledge and expertise of others (Chinda & Okpor, 2023).

The quality of mompreneur network links pertains to the strength, dependability, and extent of the relationships formed among mompreneurs within a network. It encompasses the extent to which mompreneurs participate in significant

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interactions, assist each other's ventures, and exchange vital insights and resources. Robust networks among mompreneurs foster cooperation, knowledge acquisition, and development; hence, they augment the efficacy and outcomes of mompreneur ventures. Networking is essential for knowledge exchange, product creation, and company effectiveness. Zhang and Jiang (2015) assert that the robustness of interpersonal interactions within a quality network positively influences an individual's drive to disseminate information. An enhanced network will improve resource flow among nodes. These resources may manifest as abilities, knowledge, innovative technologies, capital, and other assets. Thus, superior networks can enhance creativity (Xie et al., 2016) and organizational performance (Ardyan et al., 2016).

There are differences in the strategies employed by mompreneurs in Western and Eastern nations concerning network establishment. In Eastern nations, including India and China, the networks of mompreneurs have unique attributes (Su et al., 2023; Tripathi, 2023). These traits encompass the existence of emotional bonds and tighter affiliations with their families. In China, mompreneurs cultivate networks based on mutual trust, seek the support and endorsement of pertinent stakeholders (Zhao et al., 2023), and strive to integrate into the entrepreneurial ecosystem (Xie & Wu, 2021). Alsaad et al. (2023) emphasize that a considerable proportion of female entrepreneurs in Bahrain participate in collaborative initiatives with both the monarchy and the government. Bogren et al. (2013) contend that Western countries such as Norway and Sweden frequently perceive personal networks as a more beneficial resource for acquiring assistance than commercial networks. Kovaleva et al. (2023) indicate that mompreneurs in Finland may face discriminatory perceptions from their company associates and customers. Birdthistle et al. (2022) assert that women entrepreneurs in Tasmania must have access to a supporting environment that functions as

a business network, aimed at augmenting their talents and resources.

Research gaps are evident on the subject of the network. The research findings have ramifications for networking and corporate innovation. Certain studies indicate that networks can affect innovation, but other studies suggest that such networks do not influence company innovation (Lhuillery & Pfister, 2009; Nieto & Santamaria, 2007). Previous research studies seldom addressed the influence of networks on information sharing, product innovation, and performance within the context of mompreneurs. This study seeks to assess, from a mompreneur's viewpoint, the influence of the quality of mompreneurs networks' quality ties and knowledge sharing across partners on product innovation, and business performance. This study further distinguishes itself from prior works by integrating social exchange theory within the mompreneur context in Indonesia, offering a unique cultural and contextual perspective rarely examined in global literature.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Mompreneurs

Women entrepreneurs (Li & Tong, 2023; Madawala et al., 2023; Wijewardena et al., 2023; Zhao et al., 2023) or female entrepreneurs (Fang et al., 2022; Seigner & Milanov, 2023; Tripathi, 2023), as well as mother entrepreneurs (Ismail et al., 2016; Janssens et al., 2019; Li & Tong, 2023) or mumpreneurs (Jiang & Huang, 2023), encompass similar principles to those of mompreneurs. The term "mompreneur" is a linguistic blend of the words "mom" and "entrepreneur," denoting a female individual who effectively oversees and runs her own business or entrepreneurial endeavor while simultaneously carrying out the duties associated with motherhood. Entrepreneurship has the potential to be a compelling employment option for women due to its inherent advantages of increased job autonomy and scheduling flexibility. These

benefits enable women to address their childrearing responsibilities more effectively (Dewitt et al., 2023; Li & Tong, 2023). A mother entrepreneur adeptly manages the intricacies of operating a business while also navigating the complexities and responsibilities associated with nurturing a family. This concept emphasizes the simultaneous engagement of these women in both entrepreneurial pursuits and mother duties. Entrepreneurial mothers may exhibit enhanced childrearing capabilities due to their ability to spend a greater amount of time on childcare-related activities (Li & Tong, 2023). Mompreneurs frequently pursue flexible work arrangements and novel business concepts that enable them to efficiently allocate their time and establish seamless integration of their professional and personal spheres.

Social exchange theory and mompreneurs

The social exchange theory, initially based on economic principles and subsequently modified by Thibaut and Kelley (1959) to explore group social psychology focuses on individuals' assessments of the relative costs and benefits of relationships and how these assessments affect their satisfaction within those relationships. Social Exchange Theory offers insights into the dynamics of human relationships, particularly with entrepreneur networks and the quality of their connections (Can Saglam et al., 2022). This theoretical framework asserts that individuals deliberately participate in social interactions, expecting advantages that surpass the related disadvantages. This theoretical framework suggests that women in entrepreneur networks form and maintain relationships with other entrepreneurs to anticipate reciprocal benefits, such as information exchange, emotional support, resource access, and collaboration on business projects. These relationships are founded on the principle of reciprocity (Can Saglam et al., 2022), whereby individuals engage in the relationship with the expectation of receiving commensurate benefits in return.

The perceived value of exchanges within women entrepreneur networks directly influences the quality of connections in these networks (Bijedić et al., 2023; Ribeiro et al., 2021). High-quality relationships are characterized by trust, shared aims, honest communication, and a dedication to investing time and effort in fostering the connection (Ardayan et al., 2016). Social exchange theory posits that female entrepreneurs are more inclined to cultivate and maintain robust ties within their network when they see the advantages they get surpass the corresponding drawbacks. These ties may provide vital resources, information, and emotional support, thereby augmenting their business endeavors. Conversely, should the apparent benefits diminish or the costs exceed the advantages, female entrepreneurs may reevaluate their participation in these networks. Thus, social exchange theory clarifies how the quality of relationships across networks of female entrepreneurs affects the outcomes and effectiveness of their collective efforts.

The relationship between the mompreneur networks ties quality, product innovation, and knowledge sharing across networks

Zhang and Jiang (2015) assert that a strong relationship, particularly within a network, positively influences an individual's drive to share information. Network quality is defined by robust interconnections among the components of the network. Networking behavior is characterized by the disposition to cultivate close interpersonal interactions with individuals both within and outside the organization (Peng & Turel, 2020). An enhanced network cultivates more trust among its constituents. Trust facilitates the sharing of knowledge among individuals..

Establishing networks can expose individuals to innovative technology that may advantage their business (Kraus et al., 2021). The use of these new technologies will promote creativity inside the enterprise, both during the process and in the end output. Xie

et al. (2016) conducted a study illustrating the influence of a strong network on corporate innovation. Establishing links and networks with local partners enhances the business's capacity to acquire more societal knowledge, a vital element for successful innovation (Roper et al., 2017). Studies demonstrate that collaboration between suppliers, consumers, clients, rivals, universities, consultants, private research institutions, government agencies, research associations, and research and technology organizations may improve product innovation (Audretsch et al., 2023; Sultana & Turkina, 2023; Tereshchenko et al., 2024). Kraus et al. (2021) noted that prioritizing technology is essential for creating a strong networking framework for innovation.

H1: Mompreneur networking ties quality influences positively and significantly to the knowledge sharing across networks.

H2: Mompreneur networking ties quality has a positive and significant influence on product innovation.

The relationship between mompreneur networks ties quality and business performance

Ardyan et al. (2016) illustrate the relationship between secure networks in enterprises and their positive impact on business performance. Networking enables the transmission of resources from external sources to inside systems. The integration of external resources will improve the innovation process within the firm ((Santamara et al., 2009). Expósito-Langa et al. (2015) conducted a study demonstrating the impact of a company's network and resources on its success. The formation of strong networking connections may positively impact corporate success in several areas. Through networking activities, mompreneurs can get essential resources, such as financial backing, specialized expertise, and market contacts. These resources can substantially improve corporate performance by enabling the development of new opportunities for growth

and expansion. Moreover, networking promotes the exchange of knowledge and cultivates a learning culture among mompreneurs, allowing them to share varied ideas, important experiences, and current market trends. The dissemination of knowledge enhances decision-making, improves company strategies, and ultimately results in superior corporate performance. Strong networking connections may facilitate collaborative efforts among mompreneurs, allowing them to use each other's strengths, share risks, and explore new industries or customer markets. By participating in collaborative endeavors, mompreneurs may foster innovation, enhance their product lines, and drive the growth of their enterprises, ultimately positively influencing their performance. The collaboration and improvement of relational capacities might affect network performance (Ardyan et al., 2023; Bernadus et al., 2022).

H3: Mompreneur network ties quality has a positive and significant impact on business performance.

The relationship between knowledge sharing across networks, product innovation, and business performance

Employees may enhance knowledge application, foster innovation, and ultimately achieve competitive excellence for their organizations through knowledge sharing (Jackson et al., 2006). The exchange of information via networking promotes the dissemination of new knowledge and stimulates creativity. External information can stimulate diverse creative ideas within organizations, therefore augmenting their creativity. Jantunen (2005) asserts that companies may augment their innovation capacities through the donation and acquisition of information.

Empirical research on organizational innovation indicates a favorable and direct association between product innovation and company performance (Ardyan, 2016; Calantone et al., 2002; Erwin et al., 2021;

Hurley & Hult, 1998; Nuryakin et al., 2022). The capacity of a corporation to foster innovation is increasingly vital for enhancing performance, given heightened competition and shortened product life cycles (Lofsten, 2014). The capacity of a corporation to foster innovation is a catalyst for its success ((Kallio et al., 2012). Innovation will serve as a crucial source of revenue for businesses in the future. Varis and Littunen (2010) discovered a favorable correlation between innovation and firm profitability. Scholars have increasingly focused on the impact of diverse beneficial elements of innovation on organizational performance (Sugiyarti & Ardyan, 2017).

H4: Knowledge sharing across networks has a positive and significant influence on product innovation.

H5: Product innovation has a positive and significant impact on business performance

METHODS

Profile of respondent

This study involved UKM owners from several tourist locations in Yogyakarta, Indonesia, such as Parangtritis Beach, Parangkusumo Beach, Glagah Beach, Indrayanti Beach, Nglambor Beach, and Baron Beach, among others. We developed questionnaires to collect data on various consumer viewpoints concerning the factors examined in this study.

We administered questionnaires to 167 proprietors of small and medium-sized companies (SMEs) across diverse tourist locations. The sampling technique in this study is purposive sampling. Respondents must meet the following requirements: the main manager of the SME must be female, actively involved in an organization or association, and possess an innovative product.

The participants' ages varied from 33 to 54 years, with 83 individuals aged 33–40, 70 individuals aged 41–50, and 14 individuals aged beyond 50. All 167 responders were married. Arrived (167 replies, representing 100%). The respondents' highest level of education is a senior high school (SMA) degree. Sixteen respondents graduated from elementary school, sixty-nine from junior high, and eighty-two from senior high. Most mompreneurs have founded their firms within the past five years.

Measurement and analysis

The research instrument utilizes a Likert scale, which consists of five scales. Scale 1 indicates strong disagreement, while scale 5 indicates strong agreement. The indicator/ items determines each variable in this research.

The indicators of the quality of networking ties among mompreneurs are: Mompreneurs have the ability to coordinate intensively with business partners in the network (NTQ1), Mompreneurs are able to have pleasant discussions with business partners in the network (NTQ2), Mompreneurs have the skills

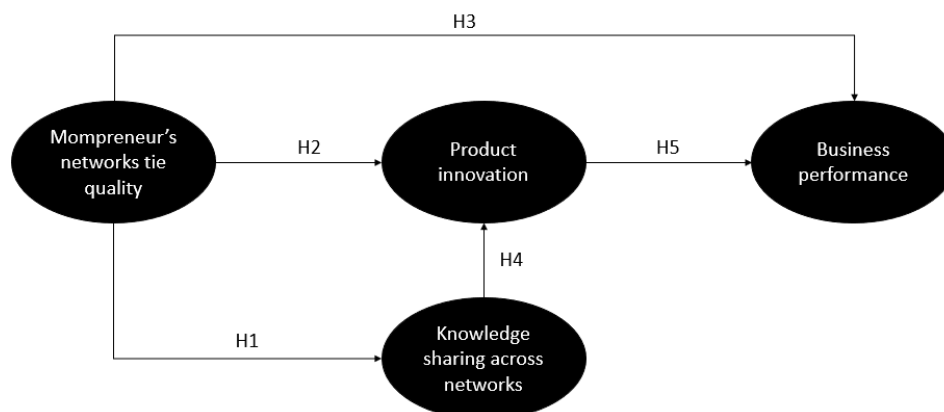


Figure 1.
Conceptual model

to establish warm personal relationships with business partners in the network (NTQ3), Mompreneurs are always willing to share experiences with partners in the network (NTQ4), and Mompreneurs have intense communication with business partners in the network (NTQ5) (Zacca et al., 2015).

Indicators of knowledge sharing across partners: Mompreneurs and their partners consistently engage in knowledge sharing activities (KSP1), Mompreneurs are eager to transmit critical information to business partners (KSP2), and Mompreneurs are open to conducting in-depth talks with business partners (KSP3). (Ardyan et al., 2018).

The indicators of product innovation include: SME owners engaging in activities related to new product development (PI1); SME owners developing products using different raw materials (PI2); SME owners developing products of different quality (PI3); SME owners developing products of various quality (PI4); and SME owners developing products on different models from grip (PI5) (Sugiyarti & Ardyan, 2017).

Business performance indicators: SME owners can generate revenue increases

(BP1), SME owners can achieve sales targets (BP2), and SME owners can earn an increase in profit (BP3) (Tajeddini et al., 2020).

To analyze the data in this research is by using SEM-PLS, where WarpPLS version 8.0 is used as a tool to process data. We chose to use SEM-PLS due to the relatively small sample size of 167 owners/managers. In addition, we conducted Harman's single-factor test to check for common method bias, and the results showed no significant bias. Bootstrapping with 5,000 resamples was used to test the robustness of path coefficients. Model fit indices such as APC, ARS, and AVIF were also examined and found to be within acceptable thresholds (Hair et al., 2019).

RESULTS

Internal consistency, as assessed by Composite Reliability (CR) score, was utilized in the validity and reliability phase of this study. The three indicators check the consistency of each item. Factor loadings above 0.50 are recommended (Hair & Alamer, 2022) (for this purpose. Composite reliability (Fornell & Larcker, 1981), Cronbach's alpha (Nunnally &

Table 1.
Validity and reliability testing

Variable & Indicator	Loading Factor	Validity & Reliability
Mompreneur's networking ties quality		AVE: 0.601; CR= 0.895; CA= 0.851
• NTQ1	0.825	
• NTQ 2	0.764	
• NTQ 3	0.758	
• NTQ 4	0.744	
• NTQ 5	0.755	
Knowledge sharing across partner		AVE: 0.766; CR= 0.910; CA=0.851
• KSP1	0.895	
• KSP2	0.887	
• KSP3	0.845	
Product Innovation		AVE: 0.688;CR= 0.898; CA=0.848
• PI1	0.857	
• PI2	0.866	
• PI3	0.803	
• PI4	0.790	
• PI5		
Business performance		AVE: 0.658; CR= 0.888; CA= 0.823
• BP1	0.805	
• BP2	0.826	
• BP3	0.784	

Bernstein, 1994), and the Average Variance Extracted must all approach or be above 0.70 for each of the potential variables (Hair et al., 2019). In terms of validity testing, convergent validity is indicated when the AVE of all possible variables is larger than 0.50, and discriminating validity is shown when the square root of the AVE is greater than 0.70.

The findings indicated that the quality of relationships within the mompreneur network significantly influenced information sharing ($\beta = 0.536$; $p < 0.001$), product innovation ($\beta = 0.425$; $p < 0.001$), and company success ($\beta = 0.368$; $p < 0.001$). Moreover, information exchange within the network was demonstrated to strongly influence product innovation ($\beta = 0.356$; $p < 0.001$), which subsequently had a beneficial impact on company performance ($\beta = 0.355$; $p < 0.001$). The findings suggest that superior network quality among mompreneurs enhances information exchange and product creation, hence improving business success. This study highlights the significance of establishing and sustaining high-quality network interactions among mompreneurs, which enhance information exchange and foster product innovation and competitiveness. The model explained substantial variance with R^2 values: Knowledge Sharing (0.287), Product Innovation (0.324), and Business Performance (0.298). These results demonstrate a strong explanatory power of the structural model.

DISCUSSION

The networking connections among mompreneurs can substantially enhance

information exchange among partners. The findings of this study align with those of earlier research (Zhang & Jiang, 2015). Michael and Yukl (1993) assert that the network function encompasses information sharing, information interchange, influence exchange, and interpersonal relationships. Mompreneurs in the tourist sector are more inclined to cultivate familial ties. The networks of mompreneurs often resemble familial or close friendships (Renzulli et al., 2000). Renzulli (1998) discovered that women participate in more talks with relatives compared to males. This improves the quality of networks established by mompreneurs, as they provide a more conducive climate for information sharing owing to their intimate interactions with family and close friends.

Robust networking links among entrepreneurs create trust and transparency. Partners sense more security in sharing their knowledge, experiences, and expertise when mutual trust exists. This transparency cultivates a culture of information exchange, establishing an environment where collaborators feel appreciated and motivated to contribute their thoughts and ideas. High-quality networking relationships might enhance collaborative problem-solving for mompreneurs encountering intricate obstacles or concerns. By using the aggregate expertise of their partners, mompreneurs may compile diverse viewpoints, alternative ideas, and innovative strategies for problem-solving. This collaborative problem-solving technique enhances information exchange and elevates the quality of the solutions produced. High-quality networking contacts provide mompreneurs with diverse ideas and

Table 2.
Hypothesis testing

Hypothesis		Result
H1: Mompreneur's network ties quality $\rightarrow$ Knowledge sharing across a network	$\beta = 0.536$; $p < 0.001$	H1 is supported
H2: Mompreneur's network ties quality $\rightarrow$ Product innovation	$\beta = 0.425$; $p < 0.001$	H2 is supported
H3: Mompreneur's network ties quality $\rightarrow$ Business performance	$\beta = 0.368$; $p < 0.001$	H3 is supported
H4: Knowledge sharing across network $\rightarrow$ Product innovation	$\beta = 0.356$; $p < 0.001$	H4 is supported
H5: Product innovation $\rightarrow$ Business performance	$\beta = 0.355$; $p < 0.001$	H5 is supported

opinions. Every partner offers distinct experiences, viewpoints, and methodologies to the network. This exposure to other views fosters creativity, expands cognition, and promotes the exploration of novel concepts. The interchange of novel ideas and viewpoints promotes the spread of information and stimulates inventive thinking. For example, local Tourism Offices could organize monthly networking workshops to strengthen ties among mompreneurs, while municipal governments could provide structured innovation training tailored to female entrepreneurs.

The quality of networking among mompreneurs positively influences product creativity. The findings of this study align with those of other research (Ardyan et al., 2016; Schøtt & Jensen, 2016). Nieto and Santamaria (2007) assert that collaboration inside networks, particularly with suppliers and clients, positively influences the reform of innovation. Additional research indicates that organizational networks can substantially improve innovation processes (Husain et al., 2016). Leveraging external resources not only amplifies the possibility for combination but also aids in comprehending client requirements. Moreover, it promotes a more profound comprehension of the customer's requirements. Understanding consumer demands will enable us to deliver unique, customized solutions. A tourist attraction consolidates the tourism sector within its vicinity. The tourist sector in Indonesia constitutes a network referred to as a cluster. Certain scholars assert that clusters significantly contribute to the enhancement of innovation in company (Autio et al., 2014).

Mompreneurs, who balance their enterprises with familial responsibilities, often face distinct problems and possibilities. When mompreneurs participate in networking events and foster partnerships with fellow businesses, it may yield several benefits for product innovation. Networking allows mompreneurs to engage with others possessing varied experiences, talents, and viewpoints. Through these connections, mompreneurs may exchange expertise, get

insights into creative methods and ideas, and benefit from one another's experiences. The sharing of information can generate novel thoughts and methodologies for product innovation. Collaboration unites diverse skills and knowledge, leading to the development of more creative and superior goods. Through networking, mompreneurs may exchange their struggles, accomplishments, and objectives. This emotional support and motivation are crucial for sustaining entrepreneurial endeavors and fostering a positive mindset, which can drive innovation.

The dissemination of knowledge inside networks positively and significantly impacts product innovation. The findings of this study align with prior studies (Jantunen, 2005). Occasionally, network members may possess a unified vision, resulting in the establishment of a collective vision. Tsai and Ghoshal (1998) characterize a shared vision as a system that encapsulates the objectives and ambitions of the collective network and facilitates the integration or amalgamation of resources. Consequently, information dissemination will empower stakeholders to convert their vision into novel values. Expósito-Langa et al. (2015) assert that a collective vision, derived from information exchange, will impact product creation.

Collaboration, education, and the unrestricted exchange of ideas arise when network members share their skills and experiences with one another. Knowledge sharing facilitates the convergence of ideas from diverse fields or businesses, leading to the cross-pollination of concepts. This may result in unconventional methods and resolutions. Knowledge sharing enables individuals and organizations to learn from one another's triumphs, mistakes, and exemplary practices. This accelerates the learning process and reduces the necessity for duplication, thereby enabling faster progress in product development. Disseminating knowledge enhances the probability of obtaining feedback and constructive criticism from others inside the network. This feedback cycle promotes the refining and iteration of product concepts, ultimately improving their

quality and augmenting the probability of innovative success. Entrepreneurial moms, or mompreneurs, often face distinct problems and possibilities while balancing their companies and families. When mompreneurs participate in networking events and foster partnerships with fellow businesses, it may yield several benefits for product innovation. Networking allows mompreneurs to engage with others with varied experiences, talents, and opinions. Through these connections, mompreneurs may exchange expertise, get insights into creative methods and ideas, and benefit from one other's experiences. The sharing of information can generate novel thoughts and methodologies for product innovation. Collaboration unites diverse skills and knowledge, leading to the development of more creative and superior goods. Through networking, mompreneurs may exchange their struggles, accomplishments, and objectives. This emotional support and motivation are crucial for sustaining entrepreneurial endeavors and fostering a positive mindset, which can drive innovation.

The quality of mompreneur network links might boost business effectiveness. The findings of this investigation are consistent with those of prior studies ((Acquaah, 2012; Ardyan et al., 2016). When a firm grows, it shows that its performance is improving. Johannisson and Nilsson (1989) stressed the importance of networking in corporate development. The scale of the network (Greve & Salaff, 2003) and excellent network management (Sing et al., 2002) have a significant impact on business growth, which is an important indication of corporate performance. (Renzulli et al., 2000) discovered that women's networks exhibit greater homogeneity compared to men's, characterized by a more intimate and familiar nature, similar to that of friendships. Homogeneous networks will make it easier for mompreneurs to grow their firms. High-quality network relationships among mompreneurs enable knowledge exchange and learning. Interacting with other entrepreneurs allows them to share valuable ideas, experiences, and best practices. This knowledge exchange

provides them with new views, the opportunity to learn from the successes and failures of others, and industry-specific information. Access to such information may help them make better decisions, increase innovation, and ultimately enhance corporate success.

This study's findings demonstrate that product innovation positively and significantly influences business performance. The findings of this study align with those of other research (Ardyan, 2016; Ardyan et al., 2016; Clifton et al., 2010; Jenny, 2005; Liao et al., 2010; Vaccaro et al., 2010). Innovation significantly enhances performance relative to non-innovative corporate firms (Cainelli et al., 2004). Ardyan et al. (2016) discovered that innovation may substantially enhance corporate performance. Product innovation substantially influences the entire business success of tourist enterprises. By providing new goods or services, firms may augment their competitiveness, secure a competitive advantage, and improve their operational efficiency. This effect might enhance the company's revenue, market share, profitability, and reputation within the tourist sector.

CONCLUSION

This study validates the significance of network connection quality for mompreneurs in enhancing information exchange, fostering product creation, and augmenting company success. The results indicate that superior network quality significantly influences information flow inside the network, thus fostering creativity and consequently enhancing corporate performance. This reinforces the literature acknowledging the significance of networks in the creative process and company performance, while providing a novel viewpoint on the value of network support for mompreneurs. This study enhances the theoretical comprehension of how network relationships impact the success of mompreneur businesses and offers practical guidance for mompreneurs and policymakers to prioritize the development and maintenance of high-quality networks as

strategic assets that bolster business competitiveness.

Our research has theoretical consequences. The foundational idea of this research posits that the quality of interactions among mompreneurs in the tourist sector tends to resemble kinship. Networks formed via kinship can significantly improve trust among members. This will enhance the network's capacity for intensified knowledge sharing. Furthermore, the tourist sector is witnessing a rise in innovation and enhancements in operational performance. This study provides insights on social exchange theory. The technique of mompreneur networking employs social exchange theory to efficiently promote information sharing among its participants. According to this theoretical paradigm, individuals engage in social relationships with the anticipation of receiving reciprocal benefits. The ties formed among members within mompreneur networks are of paramount value. Developing strong and meaningful connections cultivates trust and reciprocity, establishing a secure atmosphere conducive to the exchange of vital knowledge. Participants recognize that by actively expressing their perspectives and experiences, they may expect to get reciprocal advantages, including useful information and assistance. The expectation of mutual benefits motivates mompreneurs to share their talents and ideas, leading to a substantial increase in knowledge transfer within the network.

Moreover, networks of mompreneurs can cultivate a culture defined by reciprocity and trust, shaped by the established norms of the group. These guidelines prioritize the dissemination of information and actively encourage member participation. As a result, mompreneurs tend to share their viewpoints and actively seek opportunities to get insights from other individuals within their network. This dynamic process fosters the creation of a knowledge ecosystem marked by richness and diversity, in which each participant actively adds to and benefits from the community's collective learning. Grounded in Social Exchange Theory, mompreneur

networking cultivates a cooperative environment where the robustness of partnerships facilitates significant knowledge transfer and company growth.

The management implications of the study are as follows: The formation of connections inside the network should be based on familial ties. An intimate connection inside a network, akin to familial bonds, cultivates robust interactions within that network. The impact is substantial on innovation, information dissemination, and organizational performance. The dissemination of knowledge profoundly influences creativity and organizational effectiveness. Small and medium-sized enterprises must be willing to disseminate information, expertise, and experience with other entities within a same network. This work is of considerable importance to the domain of municipal governance. The local government is anticipated to provide training programs related to innovation. Female entrepreneurs capable of implementing new strategies are likely to significantly impact their firms' overall performance. Furthermore, the municipal administration has the capacity to include several stakeholders to broaden the network of mompreneurs. The creation of an institution that promotes collaboration among businesswomen will improve communication between them and networking organizations across various sectors, thereby enhancing the efficacy of both parties and optimizing benefits for the participants (Alsaad et al., 2023). Practically, these findings suggest that policy makers and NGOs should design concrete programs such as incubators, mentorship initiatives, and cluster-based innovation hubs to accelerate mompreneurs' business performance.

The majority of respondents have only finished junior and senior high school, which restricts the study and makes it difficult to clarify each question. It requires tremendous effort to clarify each question to the responders. We plan to simplify the questionnaire in the future and use less sophisticated academic terminology. The researcher makes numerous

recommendations for future study, including a stronger emphasis on tacit or explicit knowledge in knowledge transfer. Second, the researcher proposes that incremental innovation be prioritized above radical innovation in product innovation.

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