Africa has the highest growing rate of women entrepreneurs globally, contributing to around 13% of the continent's gross domestic product (Harvard University, Women and the Changing Face of Entrepreneurship in Africa Conference, 2020). In 2007, Safaricom, one of Kenya’s leading telecommunications companies, launched M-Pesa, a mobile money service that quickly became a monumental success and a major influence in the mobile money arena. With M, signifying mobile and Pesa translating to money in Swahili, M-Pesa became widely used throughout Kenya, becoming the first mobile money operator to reach widespread adoption (Lepoutre & Oguntoye, 2018; Hughes & Lonie, 2007).

It is commonly reported that M-PESA and mobile money services are transforming the livelihoods of women entrepreneurs. (<https://www.vodafone.com/news/empowering-people/mobile-financial-services-female-entrepreneurs-kenya>, Pessa, J. C. (2018)., can find more citations)

There has been a lot of academic research to support this. But there are lots of different lenses. Within academia, scholars look at this topic from the disciplines of international development studies, economics, political economy and critical development, gender studies and feminist economies, just to name a few. Within these disciplines, the questions and focuses range from \_\_\_\_\_\_\_\_\_\_\_\_ in (name a discipline and cite a few examples), to \_\_\_\_\_\_\_\_\_\_\_\_\_ in (name a discipline and cite a few examples). On the other hand, the practitioner and policy communities—NGOs, donors, think-tanks, and international development organizations—[talk about how they talk about this subject] (https://www.weforum.org/stories/2016/12/the-evidence-is-in-mobile-money-can-help-close-the-gender-gap/, cite, cite)

**3.1 – Overview of Approach**

This study was…..

* Stage 1 – Gather Data (section 3.2)
* Stage 2 – Initial Screen (section 3.3)
* Stage 3 – Detailed Screen (section 3.4)

**3.2 – Data Collection**

The foundation of this systematic mapping involved a comprehensive search to capture literature addressing the role of mobile technology in female entrepreneurship within East Africa. Utilizing the Web of Science database, the search strategy was structured around four primary themes: Mobile Money, Geographic Location/Population, Entrepreneurship, and Gender.

The search was operationalized by constructing a Boolean query to encompass a broad spectrum of terminology within each thematic area, as follows:

* **Mobile Money (MM)**: Terms included "Mobile Money," "Mobile-Money," "MPESA," "M PESA," "Digital," "Technology," and variations of "phone\*" to ensure comprehensive retrieval of relevant technology-oriented resources.
* **Place/Population**: Geographic terms targeted not only specific countries such as "Kenya," "Somalia," "Uganda," "Rwanda," "Ethiopia," "Sudan," but also broader regions like "Africa\*," "Horn of Africa," "Tanzania," and conceptual terms like "Global poor," "Global South," "Global-poor," "Global-South," "unbanked" to capture studies conducted in or applicable to these contexts.
* **Entrepreneurship**: This facet of the query included "Entrepreneur\*," "Business," "growth," "Economic," "Finance," "Banking," "microfinance" to fetch documents that discuss business activities and economic factors influencing entrepreneurship.
* **Gender**: Focused on capturing gender-specific aspects, terms such as "Women," "gender," "Female" were used.

The final query was formulated as follows:

TS=(("Mobile Money" OR "Mobile-Money" OR "MPESA" OR "M PESA" OR "Digital" OR "Technology" OR "phone\*") AND ("Africa\*" OR "Kenya" OR "Somalia" OR "Uganda" OR "Rwanda" OR "Ethiopia" OR "Sudan" OR "Horn of Africa" OR "Tanzania" OR "Global poor" OR "Global South" OR "Global-poor" OR "Global-South" OR "unbanked") AND ("Entrepreneur\*" OR "Business" OR "growth" OR "Economic" OR "Finance" OR "Banking" OR "microfinance") AND ("Women" OR "gender" OR "Female"))

This search strategy successfully retrieved 1042 papers, which were then subjected to the initial screening process outlined in Section 3.3.

**3.3 – Initial Screening Process**

The initial screening process was designed to identify the most relevant studies for inclusion in the systematic map. This phase utilized a modified R-Shiny application, tailored specifically for this research to systematically evaluate titles and abstracts of retrieved papers.

Based on the theoretical framework [insert specific theories and citations], a comprehensive list of keywords was developed as demonstrated in [Figure XX]. These keywords, essential for the identification of relevant literature, were applied to the titles and abstracts. The keyword list was dynamic, evolving through the screening process to incorporate new terms identified.

The R-Shiny tool was segmented into five distinct categories for classification:

1. **Key Paper**: This primary category was divided into:
   * *Must Include*: Selected for papers directly addressing the intersection of mobile money, entrepreneurship, and female empowerment in East Africa.
   * *Vaguely Interesting*: Applied to studies tangentially related to the core themes but not directly aligned with them.
2. **Discard Paper**: This category included a single option:
   * *Remove*: Used for excluding papers that were not focused on entrepreneurship, such as those primarily concerned with health or agriculture.
3. **Paper Characteristics**: Comprised two toggles:
   * *Women Can’t Use Tech*: Marked for papers suggesting technological barriers for women.
   * *Tech Empowers Women*: Chosen for studies advocating the positive impact of technology on women’s empowerment.
4. **Issues/Next**: Included a crucial toggle:
   * *Abstract Missing*: Indicated missing abstracts, which are vital for initial evaluation.
5. **Notes**: This optional section was provided for additional remarks or observations about each paper, facilitating further detailed review or specific comments for future reference.

This structured approach enabled a rigorous and systematic evaluation of the literature, ensuring that the studies selected were directly relevant to the research questions and the thematic scope of the systematic map.

**3.4 – Detailed Screening**

The second screening identifies the five following key words as primary themes: *Mobile Money*, *Gender, Financial Inclusion*, *Entrepreneurship* and *Technology.*