



Work-Family Boundary Conflict and Sustainable Mompreneurship: The Mediating Role of Entrepreneurial Resilience

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ABSTRACT

This study examines the effect of work-family boundary conflict on sustainable mompreneurship and investigates the mediating role of entrepreneurial resilience among women entrepreneurs in Makassar, Indonesia. A quantitative cross-sectional survey was conducted involving 400 mompreneurs, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings indicate that work-family boundary conflict negatively affects entrepreneurial resilience and sustainable mompreneurship, whereas entrepreneurial resilience positively influences sustainable mompreneurship. Furthermore, entrepreneurial resilience partially mediates the relationship between work-family boundary conflict and sustainable mompreneurship. These findings extend the literature on women entrepreneurship by highlighting entrepreneurial resilience as a key mechanism for sustaining women-owned businesses under competing work and family demands.

INTRODUCTION

Women's participation in entrepreneurship has become increasingly relevant to inclusive economic development, particularly through its contribution to household income, employment creation, and local economic activity. Women-owned micro and small businesses can also provide an important economic foundation for families and communities, especially in developing-country contexts (Adom et al., 2017; Agarwal & Lenka, 2015). Within this setting, mompreneurship represents a distinctive form of entrepreneurship in which women manage business activities alongside responsibilities as wives and mothers. The simultaneous demands of these roles make the continuity of a mompreneur's business closely connected to how effectively competing responsibilities are managed (Kaciak & Welsh, 2019; Welsh et al., 2021).

The coexistence of business and family responsibilities does not necessarily create positive outcomes for all women entrepreneurs. Running a business requires sustained attention, time, emotional involvement, and decision-making, while family roles require continuous care and availability. When demands from these domains compete for the same personal resources, individuals may experience work-family boundary conflict. Such conflict has been associated with adverse consequences for well-being, satisfaction, and performance (Frone et al., 1992; Allen et al., 2000; Carlson et al., 2000; Amstad et al., 2011). The consequences may be particularly consequential for entrepreneurs because the operation of their businesses is strongly dependent on their own capacity, decisions, and responses to uncertainty. Accordingly, persistent conflict between work and family responsibilities may constrain both entrepreneurial functioning and business continuity (De Clercq et al., 2021; Yu et al., 2020).

Entrepreneurial resilience provides an important perspective for understanding how entrepreneurs respond to such pressures. Resilience represents the capacity to withstand adversity, adjust to changing circumstances, and continue entrepreneurial activity following setbacks. Research has established that resilient entrepreneurs are better positioned to cope with uncertainty and recover from adverse experiences (Ayala & Manzano, 2014; Bullough et al., 2013; Corner et al., 2017). In addition, resilience can shape how entrepreneurs respond to persistent or unexpected adversity and determine whether they are able to maintain their entrepreneurial activities (Shepherd & Williams, 2020). For mompreneurs, this capability may be particularly important because challenges originating from the family domain can occur simultaneously with demands from the business domain. Recent evidence on women entrepreneurs facing multiple forms of adversity further highlights the importance, as well as the complexity, of resilience in entrepreneurial contexts (Itani et al., 2025).

Despite increasing research on women's entrepreneurship and entrepreneurial resilience, several issues remain insufficiently addressed. First, existing research has frequently examined the consequences of work-family conflict without fully explaining the psychological mechanism through which

such conflict may influence the sustainability of women-owned businesses (Kaciak & Welsh, 2019; De Clercq et al., 2021). Second, although entrepreneurial resilience has been examined in relation to adversity, venture failure, and entrepreneurial survival, its role as a mechanism connecting work-family boundary conflict with sustainable entrepreneurial outcomes remains less clearly established (Corner et al., 2017; Shepherd & Williams, 2020). Third, research specifically examining mompreneurs remains comparatively limited. This limitation is particularly relevant in developing-country settings, where family expectations, social structures, and entrepreneurial environments may shape women's business experiences differently from those reported in developed economies (Fernández et al., 2021; Jaim, 2021; Strawser et al., 2021).

This study responds to these gaps by examining entrepreneurial resilience as a mechanism linking work-family boundary conflict with sustainable mompreneurship. Rather than considering only whether work-family boundary conflict is associated with business sustainability, the study examines how entrepreneurs' capacity to recover and adapt may explain this relationship. The study focuses on mompreneurs in Makassar, Indonesia, providing evidence from an emerging-economy context that remains relatively underrepresented in research on sustainable women's entrepreneurship.

Accordingly, this study aims to examine the effect of work-family boundary conflict on entrepreneurial resilience and sustainable mompreneurship and to determine whether entrepreneurial resilience mediates the relationship between work-family boundary conflict and sustainable mompreneurship. The findings are expected to contribute to research on women's entrepreneurship and sustainable entrepreneurship while offering practical implications for entrepreneurship support programs seeking to strengthen the resilience and long-term sustainability of women-owned businesses.

LITERATURE REVIEW

Work-Family Boundary Conflict and Entrepreneurial Resilience

Work-family boundary conflict emerges when demands associated with business and family roles compete for an individual's limited time, attention, and energy. This condition is particularly relevant to mompreneurs because business ownership and family responsibilities are managed within the same daily context. Rather than operating as two clearly separated domains, business and family activities may overlap, making it difficult to allocate adequate resources to each role (Greenhaus & Beutell, 1985; Clark, 2000).

The Conservation of Resources Theory provides a useful explanation for this relationship. Hobfoll (1989) argues that individuals seek to obtain and preserve resources that are important for effective functioning. Persistent conflict between work and family can consume these resources and leave fewer psychological resources available for dealing with business difficulties. For mompreneurs, repeated exposure to competing demands may therefore weaken their capacity to remain adaptive, recover from setbacks, and continue responding effectively to entrepreneurial challenges.

Empirical evidence supports this expectation. Yu et al. (2020) showed that work-family conflict can undermine entrepreneurs' psychological resources and their ability to deal with demanding business conditions. De Clercq et al. (2021) similarly demonstrated that family-to-work conflict can generate emotional strain that constrains entrepreneurs' capacity to maintain effective entrepreneurial behavior. Taken together, these arguments suggest that stronger work-family boundary conflict is likely to be associated with lower entrepreneurial resilience.

Accordingly, the following hypothesis is proposed:

H1: *Work-Family Boundary Conflict negatively affects Entrepreneurial Resilience.*

Work-Family Boundary Conflict and Sustainable Mompreneurship

Sustainable mompreneurship concerns the capacity of women entrepreneurs to maintain their businesses over time while continuing to fulfil important family responsibilities. Business sustainability in this context extends beyond immediate financial outcomes. It also involves maintaining sufficient personal resources, commitment, and capacity to continue entrepreneurial activities alongside family demands.

Work-Family Border Theory (Clark, 2000) suggests that individuals manage work and family through boundaries that differ in permeability, flexibility, and strength. When these boundaries become difficult to manage, demands from one domain can interfere with activities in the other. For mompreneurs, persistent interference may reduce the time and energy available for business management and consequently make it more difficult to maintain entrepreneurial activities over the longer term.

Research on women entrepreneurs has repeatedly identified the work-family interface as an important challenge. Agarwal and Lenka (2015) highlighted the difficulty women entrepreneurs face in simultaneously managing entrepreneurial and family responsibilities. Adom et al. (2017) similarly demonstrated that family-related demands can constrain the development and continuity of women-owned businesses. Kaciak and Welsh (2019) further emphasized the importance of managing work and family responsibilities for entrepreneurial outcomes among women. These findings provide a basis for expecting that greater work-family boundary conflict will be associated with lower sustainable mompreneurship.

Accordingly, the following hypothesis is proposed:

H2: *Work-Family Boundary Conflict negatively affects Sustainable Mompreneurship.*

Entrepreneurial Resilience and Sustainable Mompreneurship

Entrepreneurial resilience represents an entrepreneur's capacity to remain functional and adaptive when confronted with uncertainty, setbacks, and adverse circumstances. This capability is particularly relevant to mompreneurs because maintaining a business requires them to respond to entrepreneurial challenges while continuing to manage family responsibilities. Resilience can therefore help entrepreneurs preserve their commitment and continue making business decisions even when circumstances are difficult.

From the perspective of the Conservation of Resources Theory, resilience can help individuals protect and restore the resources required to deal with demanding situations (Hobfoll, 1989). Entrepreneurs who are able to recover from setbacks and adjust their responses to changing circumstances may be better positioned to maintain their businesses over time. Resilience consequently represents an important capability for converting difficult experiences into continued entrepreneurial action.

Prior research provides support for this argument. Ayala and Manzano (2014) identified resilience as an important factor associated with entrepreneurial success and continuity. Corner et al. (2017) emphasized the role of resilience in enabling entrepreneurs to navigate uncertain and adverse environments. Bullough et al. (2013) further demonstrated the importance of resilience for entrepreneurs confronting challenging conditions, while Shepherd and Williams (2020) highlighted how resilience enables entrepreneurs to respond constructively to adversity. Collectively, these studies suggest that resilient entrepreneurs are more capable of maintaining entrepreneurial activities and pursuing sustainable business outcomes.

Accordingly, the following hypothesis is proposed:

H3: *Entrepreneurial Resilience positively affects Sustainable Mompreneurship*

The Mediating Role of Entrepreneurial Resilience

The preceding arguments indicate that work-family boundary conflict may affect sustainable mompreneurship through more than one pathway. In addition to its direct influence on business sustainability, conflict between work and family responsibilities may first reduce the psychological resources available to entrepreneurs. A subsequent reduction in entrepreneurial resilience may then make it more difficult to cope with setbacks and maintain business activities.

This mechanism is consistent with the Conservation of Resources Theory (Hobfoll, 1989). When competing work and family demands repeatedly consume personal resources, entrepreneurs may have fewer resources available for adaptation and recovery. Entrepreneurial resilience may consequently represent the mechanism that determines how effectively mompreneurs respond to these pressures. Entrepreneurs with greater resilience may be better able to preserve their entrepreneurial commitment and sustain their businesses despite challenging circumstances.

Existing research establishes the importance of resilience for entrepreneurial adaptation and continuity (Ayala & Manzano, 2014; Corner et al., 2017). Shepherd and Williams (2020) further emphasized the capacity of resilient entrepreneurs to respond to adversity and continue entrepreneurial activity. Building on these arguments, the present study proposes that work-family boundary conflict may undermine sustainable mompreneurship partly because it weakens entrepreneurial resilience. Entrepreneurial resilience is therefore expected to transmit part of the negative effect of work-family boundary conflict on sustainable mompreneurship.

Accordingly, the following hypothesis is proposed:

H4: *Entrepreneurial Resilience mediates the relationship between Work-Family Boundary Conflict and Sustainable Mompreneurship.*

The four proposed relationships are integrated into the research model shown in Figure 1. The model specifies a negative relationship between Work-Family Boundary Conflict and Entrepreneurial Resilience, a negative relationship between Work-Family Boundary Conflict and Sustainable Mompreneurship, and a positive relationship between Entrepreneurial Resilience and Sustainable Mompreneurship. It also proposes an indirect pathway through which Work-Family Boundary Conflict affects Sustainable Mompreneurship via Entrepreneurial Resilience.

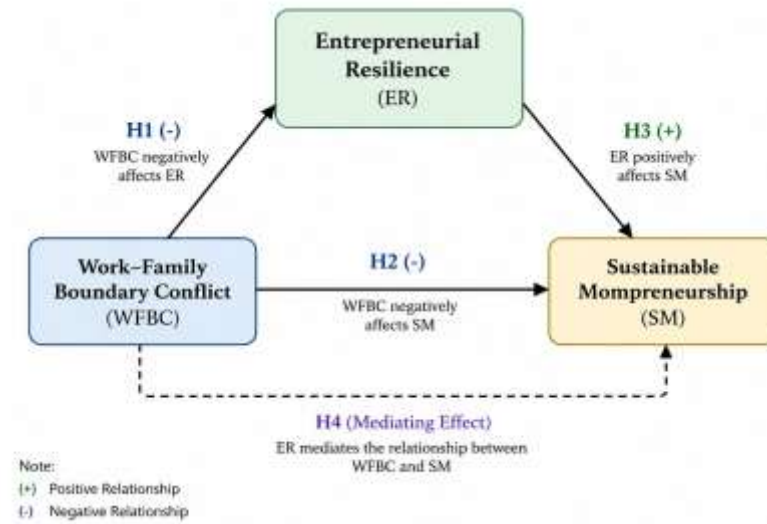


Figure 1. Proposed Conceptual Framework

The proposed model provides the basis for the empirical examination of the relationships among work-family boundary conflict, entrepreneurial resilience, and sustainable mompreneurship. The following section describes the research design, respondents, measurement procedures, and SmartPLS 4 analysis used to test these relationship.

METHODOLOGY

This study employed a quantitative research design to examine the relationships between work-family boundary conflict, entrepreneurial resilience, and sustainable mompreneurship. A cross-sectional survey was conducted among mompreneurs managing micro and small enterprises in Makassar, Indonesia. The target population comprised women entrepreneurs who were married, had at least one child, were actively involved in managing their businesses, and had operated their businesses for a minimum of one year. These criteria were established to ensure that respondents had direct experience in managing both entrepreneurial and family responsibilities.

A purposive sampling technique was applied to recruit respondents who met the predetermined eligibility criteria. A total of 400 valid questionnaires were collected and included in the analysis. The collected responses provided the empirical basis for estimating the proposed Partial Least Squares Structural

Equation Modeling (PLS-SEM) model and testing the hypothesized relationships (Hair et al., 2021; Chin, 1998).

The research instrument comprised four sections. The first section gathered respondents' demographic information, including age, educational background, business sector, and business experience. The second section assessed work-family boundary conflict using five reflective indicators adapted from Greenhaus and Beutell (1985) and Carlson et al. (2000). The third section measured entrepreneurial resilience through five reflective indicators adapted from Ayala and Manzano (2014). The fourth section assessed sustainable mompreneurship using five reflective indicators developed from the sustainable entrepreneurship literature (Kaciak & Welsh, 2019; Fernández et al., 2021). All measurement items were measured using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

Data were analyzed using SmartPLS 4 following the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The measurement model was initially assessed based on indicator reliability, internal consistency reliability using Cronbach's alpha and composite reliability, convergent validity using the average variance extracted (AVE), and discriminant validity using the heterotrait-monotrait ratio (HTMT) (Fornell & Larcker, 1981; Henseler et al., 2014; Hair et al., 2021). The structural model was subsequently evaluated through path coefficients, coefficients of determination (R^2), indirect effects, and hypothesis testing using the bootstrapping procedure. Statistical significance was assessed at the 5% significance level.

RESEARCH RESULT

Demographic Characteristics of Respondents

A total of 400 valid questionnaires were retained for the final analysis. The respondents were mompreneurs managing micro and small enterprises in Makassar, Indonesia. Their characteristics were examined according to age, educational attainment, business sector, and business age, as presented in Table 1. The distribution of respondents indicates variation in both educational backgrounds and entrepreneurial experience.

Table 1. Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage (%)
Age	20–29 years	102	25.50
	30–39 years	173	43.25
	40–49 years	85	21.25
	≥50 years	40	10.00
Education	High School	104	26.00
	Diploma	53	13.25
	Bachelor's Degree	199	49.75
	Postgraduate Degree	44	11.00
Business Sector	Culinary	83	20.75
	Fashion	84	21.00
	Retail	73	18.25

	Services	84	21.00
	Others	76	19.00
Business Age	<2 years	113	28.25
	2-5 years	187	46.75
	>5 years	100	25.00

The demographic distribution shows that respondents aged 30–39 years constituted the largest age group, representing 43.25% of the sample. Respondents aged 20–29 years accounted for 25.50%, followed by those aged 40–49 years at 21.25% and those aged 50 years or older at 10.00%. In terms of education, Bachelor's degree holders represented the largest proportion of respondents (49.75%), followed by high school graduates (26.00%), diploma holders (13.25%), and postgraduate degree holders (11.00%).

The respondents were also distributed relatively evenly across business sectors. Fashion and services each accounted for 21.00% of the sample, followed by culinary businesses (20.75%), other sectors (19.00%), and retail businesses (18.25%). Regarding business age, 46.75% of respondents had operated their businesses for 2–5 years, while 28.25% had operated for less than two years and 25.00% had more than five years of business experience.

Descriptive Statistics and Correlation Analysis

Descriptive statistics were calculated to summarize the central tendency and dispersion of the study constructs. Pearson correlation coefficients were also examined to identify the preliminary associations among Work-Family Boundary Conflict, Entrepreneurial Resilience, and Sustainable Mompreneurship before proceeding to the structural model assessment.

Table 2. Descriptive Statistics and Correlations

Variable	Mean	SD	WFBC	ER	SM	Remarks
WFBC	2.990	0.659	1.000	-0.404	-0.387	Moderate negative correlation
ER	3.968	0.538	-0.404	1.000	0.531	Moderate positive correlation
SM	3.994	0.603	-0.387	0.531	1.000	Moderate positive correlation

The descriptive results indicate that Sustainable Mompreneurship recorded the highest mean score ($M = 3.994$, $SD = 0.603$), followed by Entrepreneurial Resilience ($M = 3.968$, $SD = 0.538$). Work-Family Boundary Conflict had the lowest mean score ($M = 2.990$, $SD = 0.659$). This pattern indicates that respondents reported relatively high levels of entrepreneurial resilience and sustainable entrepreneurial behaviour, while experiencing a moderate level of work-family boundary conflict.

The correlation analysis showed that Work-Family Boundary Conflict was negatively correlated with Entrepreneurial Resilience ($r = -0.404$) and Sustainable Mompreneurship ($r = -0.387$). Conversely, Entrepreneurial

Resilience was positively correlated with Sustainable Mompreneurship ($r = 0.531$). The direction of these associations is consistent with the proposed research model. Higher work-family boundary conflict was associated with lower entrepreneurial resilience and sustainable mompreneurship, whereas greater entrepreneurial resilience was associated with stronger sustainable mompreneurship. These preliminary findings provided a basis for further examination through the structural model.

Measurement Model Assessment

Prior to testing the structural relationships, the measurement model was evaluated to establish the reliability and validity of the constructs. The assessment covered indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability was examined through outer loadings, internal consistency through Cronbach's alpha and Composite Reliability (CR), convergent validity through Average Variance Extracted (AVE), and discriminant validity through the Heterotrait-Monotrait Ratio (HTMT).

Indicator Reliability

Indicator reliability was assessed by examining the outer loading of each measurement item. Following Hair et al. (2021), an outer loading above 0.70 indicates that an indicator adequately represents its respective latent construct.

Table 3. Indicator Reliability

Construct	Indicator	Outer Loading
Work-Family Boundary Conflict	WFBC1	0.761
	WFBC2	0.766
	WFBC3	0.779
	WFBC4	0.721
	WFBC5	0.755
Entrepreneurial Resilience	ER1	0.728
	ER2	0.721
	ER3	0.729
	ER4	0.734
	ER5	0.718
Sustainable Mompreneurship	SM1	0.739
	SM2	0.768
	SM3	0.805
	SM4	0.747
	SM5	0.762

The outer loadings ranged from 0.718 to 0.805, with all indicators exceeding the minimum criterion of 0.70. SM3 produced the highest loading (0.805), whereas ER5 recorded the lowest loading (0.718). Since all indicators satisfied the required threshold, all measurement items were retained for

further analysis. These results demonstrate satisfactory indicator reliability across the three constructs.

Reliability and Convergent Validity

Internal consistency reliability and convergent validity were subsequently assessed using Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). Cronbach's alpha and Composite Reliability values above 0.70 indicate satisfactory internal consistency, while an AVE above 0.50 indicates adequate convergent validity (Fornell & Larcker, 1981; Hair et al., 2021).

Table 4. Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Work-Family Boundary Conflict	0.870	0.870	0.572
Entrepreneurial Resilience	0.847	0.848	0.527
Sustainable Mompreneurship	0.875	0.875	0.584

The results in Table 4 show that Cronbach's alpha values ranged from 0.847 to 0.875, indicating satisfactory internal consistency for all constructs. Composite Reliability values ranged from 0.848 to 0.875 and were also above the recommended threshold. In addition, AVE values ranged from 0.527 to 0.584, confirming that each construct accounted for more than half of the variance in its respective indicators. Overall, the findings establish satisfactory internal consistency reliability and convergent validity.

Discriminant Validity

Discriminant validity was examined using the Heterotrait-Monotrait Ratio (HTMT), which provides a criterion for determining whether the latent constructs are empirically distinct in variance-based structural equation modeling (Henseler et al., 2014).

Table 5. Discriminant Validity (HTMT)

Construct	WFBC	ER	SM
WFBC	—		
ER	0.472	—	
SM	0.443	0.617	—

The HTMT values ranged from 0.443 to 0.617 and remained below the recommended threshold. This result indicates that Work-Family Boundary Conflict, Entrepreneurial Resilience, and Sustainable Mompreneurship represent empirically distinguishable constructs. Therefore, the measurement model satisfied the required discriminant validity criterion. Taken together with the reliability and convergent validity results, the measurement model was considered suitable for structural model assessment.

Structural Model Assessment and Hypothesis Testing

After the measurement model met the required reliability and validity criteria, the structural model was assessed to determine the relationships among Work-Family Boundary Conflict, Entrepreneurial Resilience, and Sustainable Momprenneurship. The analysis focused on the estimated path coefficients and the significance of the hypothesized relationships using the bootstrapping procedure implemented in SmartPLS 4. Figure 2 presents the estimated structural model, while Table 6 provides the corresponding statistical results for the direct hypotheses

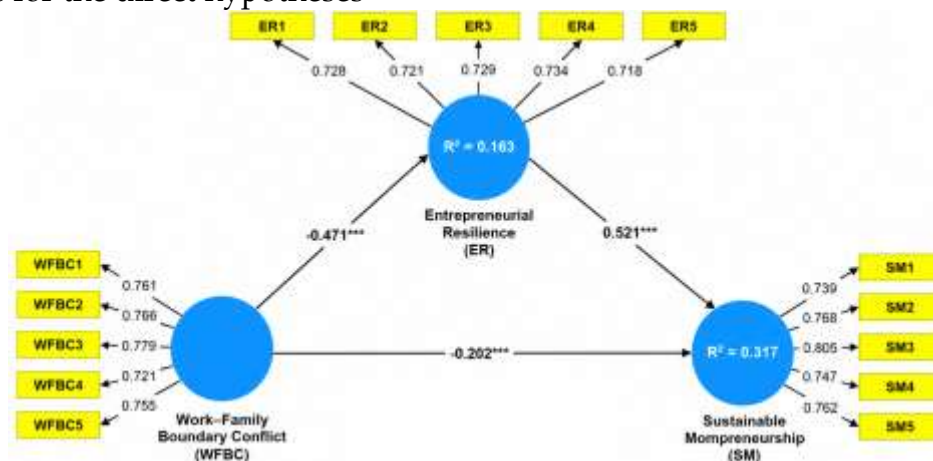


Figure 2. Structural Model Results

Figure 2 presents the estimated structural model together with the standardized path coefficients, indicator loadings, and coefficients of determination for the endogenous constructs. The model shows a negative path from Work-Family Boundary Conflict to Entrepreneurial Resilience ($\beta = -0.471$) and a negative path from Work-Family Boundary Conflict to Sustainable Momprenneurship ($\beta = -0.202$). In contrast, Entrepreneurial Resilience shows a positive path to Sustainable Momprenneurship ($\beta = 0.521$). The model also reports R^2 values of 0.163 for Entrepreneurial Resilience and 0.317 for Sustainable Momprenneurship, indicating the proportion of variance explained by their respective predictors. The statistical significance of the three direct relationships is reported in Table 6.

Table 6. Structural Model Assessment and Hypothesis Testing

Hypothesis	Path	Standardized β	Std. Error	z-value	p-value	Decision
H1	WFBC $\rightarrow$ ER	-0.471	0.0487	-7.689	<0.001	Supported
H2	WFBC $\rightarrow$ SM	-0.202	0.0525	-3.521	<0.001	Supported
H3	ER $\rightarrow$ SM	0.521	0.0764	7.838	<0.001	Supported

The results in Table 6 demonstrate that Work-Family Boundary Conflict had a significant negative effect on Entrepreneurial Resilience ($\beta = -0.471$, $p < 0.001$), supporting H1. The negative coefficient indicates that higher levels of

work-family boundary conflict were associated with lower entrepreneurial resilience among the respondents.

H2 was also supported, as Work-Family Boundary Conflict had a significant negative effect on Sustainable Mompreneurship ($\beta = -0.202$, $p < 0.001$). This result indicates that greater conflict between business and family responsibilities was associated with lower levels of sustainable mompreneurship.

In contrast, Entrepreneurial Resilience demonstrated a significant positive effect on Sustainable Mompreneurship ($\beta = 0.521$, $p < 0.001$), supporting H3. The positive coefficient indicates that higher entrepreneurial resilience was associated with stronger sustainable mompreneurship. Among the three direct relationships, this path had the largest standardized coefficient, suggesting that entrepreneurial resilience had a comparatively stronger direct association with sustainable mompreneurship than work-family boundary conflict. Overall, all three direct-effect hypotheses were empirically supported.

Indirect Effect Analysis

The mediating role of Entrepreneurial Resilience was examined through the bootstrapping procedure. The indirect relationship was evaluated using the standardized indirect effect, t-value, and p-value reported in the analysis results.

Table 7. Indirect Effect Analysis

Hypothesis	Indirect Path	β	t-value	p-value	Decision
H4	WFBC $\rightarrow$ ER $\rightarrow$ SM	-0.245	5.489	<0.001	Supported (Partial Mediation)

The results show a statistically significant indirect effect of Work-Family Boundary Conflict on Sustainable Mompreneurship through Entrepreneurial Resilience ($\beta = -0.245$, $t = 5.489$, $p < 0.001$). Because the direct effect of Work-Family Boundary Conflict on Sustainable Mompreneurship remained significant while the indirect pathway through Entrepreneurial Resilience was also significant, the mediation was classified as partial. Thus, Entrepreneurial Resilience transmits part of the negative relationship between Work-Family Boundary Conflict and Sustainable Mompreneurship, supporting H4.

Coefficient of Determination (R^2)

The explanatory power of the structural model was assessed using the coefficient of determination (R^2), which represents the proportion of variance in an endogenous construct explained by its predictor variables (Chin, 1998; Hair et al., 2021).

Table 8. Coefficient of Determination (R^2)

Endogenous Construct	R^2	Interpretation
Entrepreneurial Resilience	0.163	Weak
Sustainable Mompreneurship	0.317	Moderate

The results indicate that Work-Family Boundary Conflict explained 16.3% of the variance in Entrepreneurial Resilience ($R^2 = 0.163$), corresponding to a weak level of explanatory power. For Sustainable Mompreneurship, Work-Family Boundary Conflict and Entrepreneurial Resilience jointly accounted for 31.7% of the variance ($R^2 = 0.317$), representing a moderate level of explanatory power.

These results indicate that the proposed model provides meaningful explanatory capacity for Sustainable Mompreneurship, although a substantial proportion of its variance remains unexplained by the variables included in the model. Similarly, the relatively low R^2 for Entrepreneurial Resilience suggests that additional factors may contribute to resilience among mompreneurs beyond work-family boundary conflict.

DISCUSSION

Work-Family Boundary Conflict and Entrepreneurial Resilience

The findings demonstrate that work-family boundary conflict has a significant negative effect on entrepreneurial resilience among mompreneurs. The negative path coefficient ($\beta = -0.471$, $p < 0.001$) indicates that increasing conflict between business and family responsibilities is associated with a lower capacity to remain adaptive and recover from entrepreneurial difficulties. This finding supports H1 and suggests that the ability of mompreneurs to respond to business challenges is closely related to how effectively they manage competing demands across the work and family domains.

The finding can be interpreted through the Conservation of Resources Theory (Hobfoll, 1989), which views personal resources as essential for coping with demanding circumstances. For mompreneurs, time, attention, emotional energy, and psychological capacity are simultaneously required for managing business operations and fulfilling family responsibilities. When these demands repeatedly compete with one another, available resources may become increasingly depleted. Under such conditions, entrepreneurs may have less capacity to recover from setbacks, adjust to changing circumstances, and maintain effective responses to business problems.

The result is consistent with Yu et al. (2020), who demonstrated that conflict between work and family can generate resource loss and create additional difficulties for entrepreneurs dealing with business adversity. It also corresponds with De Clercq et al. (2021), who showed that work-family conflict can generate emotional exhaustion that constrains the functioning of women entrepreneurs. The present finding extends this line of evidence by showing that the consequences of work-family conflict are not limited to immediate strain. Among mompreneurs, persistent boundary conflict is also associated with a reduced entrepreneurial resilience capacity, which may subsequently influence their ability to sustain entrepreneurial activity.

The relatively strong negative coefficient observed in this relationship also indicates that work-family boundary conflict is an important condition associated with entrepreneurial resilience in the studied context. However, the R^2 value for Entrepreneurial Resilience is 0.163, indicating that work-family boundary conflict explains 16.3% of its variance. Thus, while boundary conflict

represents a meaningful factor, resilience among mompreneurs is likely influenced by additional personal and contextual conditions beyond the variables examined in this study.

Work-Family Boundary Conflict and Sustainable Mompreneurship

The findings also confirm a significant negative relationship between work-family boundary conflict and sustainable mompreneurship ($\beta = -0.202$, $p < 0.001$), supporting H2. This result indicates that mompreneurs who experience greater interference between business and family responsibilities tend to report lower capacity to maintain their entrepreneurial activities over time. The finding reinforces the view that business sustainability among women entrepreneurs cannot be separated from the conditions under which business and family responsibilities are managed.

Work-Family Border Theory (Clark, 2000) provides an appropriate explanation for this relationship. The theory emphasizes that work and family represent interconnected domains separated by boundaries that vary in permeability, flexibility, and strength. When these boundaries are difficult to maintain, pressures originating in one domain can intrude into the other. For mompreneurs, such interference can reduce the time and energy available for business activities, potentially affecting their ability to maintain consistent attention to customers, operations, decision-making, and other activities required for business continuity.

This finding is consistent with Agarwal and Lenka (2015), who identified work-life management as a persistent challenge for women entrepreneurs. Adom et al. (2017) likewise showed that family-related responsibilities can influence the development and continuity of women-owned businesses. Kaciak and Welsh (2019) further emphasized the importance of the work-life interface for women's entrepreneurial outcomes. The present study supports these arguments in the specific context of mompreneurs in Makassar by demonstrating that work-family boundary conflict has a measurable negative association with sustainable mompreneurship.

Notably, the effect of work-family boundary conflict on sustainable mompreneurship is weaker than its effect on entrepreneurial resilience. This pattern suggests that boundary conflict may influence business sustainability both directly and through an intermediate psychological mechanism. The direct effect remains important, but the difference in effect magnitude provides an initial indication that the consequences of work-family conflict may extend beyond immediate interference with business activities. This possibility is examined further through the mediating role of entrepreneurial resilience.

Entrepreneurial Resilience and Sustainable Mompreneurship

Entrepreneurial resilience has a significant positive effect on sustainable mompreneurship ($\beta = 0.521$, $p < 0.001$), supporting H3. The positive coefficient indicates that mompreneurs with stronger resilience tend to demonstrate greater capacity to maintain their businesses under uncertain and demanding conditions. Among the three direct relationships examined in the model, this relationship has the largest standardized coefficient, indicating that

entrepreneurial resilience has a comparatively stronger direct association with sustainable mompreneurship than either of the two direct paths involving work-family boundary conflict.

This finding is consistent with the Conservation of Resources Theory (Hobfoll, 1989), as resilience can support individuals in protecting and restoring the psychological resources needed to respond to demanding situations. For mompreneurs, resilience may facilitate continued business engagement when unexpected problems, financial pressures, changing market conditions, or family-related demands occur simultaneously. Rather than eliminating adversity, resilience may enable entrepreneurs to maintain functioning and adjust their responses when conditions become difficult.

The result is supported by Ayala and Manzano (2014), who identified resilience as an important factor associated with entrepreneurial success and continuity. Corner et al. (2017) similarly emphasized the importance of resilience when entrepreneurs face uncertainty and potential venture failure. Bullough et al. (2013) demonstrated the relevance of resilience in entrepreneurial contexts characterized by challenging conditions, while Shepherd and Williams (2020) highlighted the role of entrepreneurial responses in dealing with adversity. The present finding is therefore consistent with the broader literature suggesting that resilience strengthens entrepreneurs' capacity to continue acting and adapting when confronted with adverse circumstances.

The result also has implications for understanding sustainable mompreneurship as more than an outcome of business resources alone. Sustainable business continuity may depend partly on the entrepreneur's capacity to absorb difficulties, adjust to changing circumstances, and remain committed to entrepreneurial activity. The R^2 value of 0.317 indicates that Work-Family Boundary Conflict and Entrepreneurial Resilience jointly explain 31.7% of the variance in Sustainable Mompreneurship. This suggests that resilience constitutes an important explanatory factor, although other conditions not included in the present model also contribute to sustainable mompreneurship.

The Mediating Role of Entrepreneurial Resilience

The mediation analysis shows that entrepreneurial resilience significantly mediates the relationship between work-family boundary conflict and sustainable mompreneurship ($\beta = -0.245$, $t = 5.489$, $p < 0.001$). Because both the direct effect of work-family boundary conflict on sustainable mompreneurship and the indirect effect through entrepreneurial resilience are statistically significant, the mediation is classified as partial. H4 is therefore supported.

This finding provides a more detailed explanation of how work-family boundary conflict may influence sustainable mompreneurship. The negative direct effect indicates that conflict between business and family responsibilities can independently constrain business sustainability. At the same time, the significant indirect effect indicates that part of this relationship operates through entrepreneurial resilience. In other words, work-family boundary conflict may not only interfere directly with the continuation of business

activities, but may also weaken the entrepreneur's capacity to adapt and recover, which subsequently reduces sustainable mompreneurship.

The mediation mechanism is consistent with the Conservation of Resources Theory (Hobfoll, 1989). Persistent conflict between work and family can consume resources that would otherwise support adaptation and recovery. As these resources become more difficult to maintain, entrepreneurial resilience may decline. Lower resilience can then make it more difficult for mompreneurs to respond constructively to setbacks and preserve their business activities over time. The significant indirect effect observed in this study provides empirical support for this resource-based mechanism.

The finding also complements previous research emphasizing resilience as an important entrepreneurial capability in conditions of adversity (Ayala & Manzano, 2014; Corner et al., 2017; Shepherd & Williams, 2020). However, the present study contributes a more specific perspective by positioning entrepreneurial resilience between work-family boundary conflict and sustainable mompreneurship. This suggests that resilience is not merely an outcome associated with entrepreneurial adversity, but may also function as a pathway through which competing work and family demands become connected to business sustainability.

The partial nature of the mediation is particularly important. Entrepreneurial resilience does not completely eliminate the negative relationship between work-family boundary conflict and sustainable mompreneurship. Instead, it accounts for part of this relationship while a direct effect remains. This indicates that strengthening resilience alone may not be sufficient to address the consequences of work-family boundary conflict. Sustainable mompreneurship may require both stronger individual adaptive capacity and better management of the conditions that generate conflict between business and family responsibilities.

Overall, the findings provide empirical support for combining Work-Family Border Theory (Clark, 2000) and Conservation of Resources Theory (Hobfoll, 1989) to understand sustainable mompreneurship. Work-Family Border Theory explains how difficulties in managing boundaries between business and family can generate interference, while Conservation of Resources Theory explains how the resulting resource depletion may weaken entrepreneurial resilience. The results therefore position entrepreneurial resilience as an important mechanism linking work-family boundary conflict with sustainable business continuity among mompreneurs in Makassar.

CONCLUSIONS AND RECOMMENDATIONS

This study examined the relationships among Work-Family Boundary Conflict, Entrepreneurial Resilience, and Sustainable Mompreneurship among 400 mompreneurs in Makassar, Indonesia. The findings confirm that Work-Family Boundary Conflict negatively affects both Entrepreneurial Resilience and Sustainable Mompreneurship, while Entrepreneurial Resilience has a positive effect on Sustainable Mompreneurship. Entrepreneurial Resilience also partially mediates the relationship between Work-Family Boundary Conflict

and Sustainable Mompreneurship. These findings indicate that the sustainability of mompreneurial activities is influenced not only by the extent to which women manage competing business and family demands, but also by their capacity to adapt, recover, and continue entrepreneurial activities when facing difficulties.

The study contributes to the literature by positioning Entrepreneurial Resilience as an explanatory mechanism connecting work-family boundary conditions with sustainable entrepreneurial outcomes. By integrating Work-Family Border Theory and Conservation of Resources Theory, the findings provide a more comprehensive explanation of why competing business and family demands may affect the continuity of women-owned businesses. The partial mediation result is particularly important because it demonstrates that the negative influence of Work-Family Boundary Conflict is transmitted partly through reduced Entrepreneurial Resilience, while a direct relationship with Sustainable Mompreneurship remains. This suggests that resilience represents an important capability for sustaining mompreneurship, but it should not be considered a substitute for addressing the sources of work-family conflict.

From a practical perspective, entrepreneurship support programs for women should incorporate components that strengthen Entrepreneurial Resilience alongside conventional business development activities. Training and mentoring programs can include strategies for coping with setbacks, adapting to changing business conditions, managing competing demands, and maintaining psychological resources during periods of pressure. Support initiatives should also recognize the work-family context in which mompreneurs operate by providing practical guidance on boundary management, workload organization, and the coordination of business and family responsibilities. Such interventions may help women entrepreneurs maintain business continuity while managing their family roles more effectively.

For policymakers and entrepreneurship development institutions, the findings suggest that programs aimed at supporting women-owned micro and small enterprises should adopt a broader sustainability perspective. Assistance should not focus exclusively on financial resources, technical skills, or business performance, but should also address the personal and family conditions that influence entrepreneurs' capacity to sustain their businesses. Mentoring, peer support, resilience development, and work-family management strategies can therefore be incorporated into entrepreneurship support programs. Such an approach may strengthen the capacity of mompreneurs to remain active and adaptive while facing the competing demands associated with entrepreneurship and family responsibilities.

ADVANCED RESEARCH

This study has several limitations that should be considered when interpreting its findings. First, the use of a cross-sectional research design limits the ability to establish temporal relationships among Work-Family Boundary Conflict, Entrepreneurial Resilience, and Sustainable Mompreneurship. The

findings describe the relationships among the variables at a particular point in time and therefore do not capture how entrepreneurial resilience or business sustainability may develop as family and business circumstances change. Future research could employ longitudinal designs to examine whether changes in work-family boundary conflict are followed by changes in entrepreneurial resilience and sustainable mompreneurship over time.

Second, the study focused exclusively on mompreneurs operating in Makassar, Indonesia. Although this context provides relevant evidence from an emerging-economy setting, the geographical concentration of the sample may limit the transferability of the findings to women entrepreneurs operating in other regions or cultural environments. Future studies could extend the research to other Indonesian regions or conduct cross-country comparisons to determine whether differences in family expectations, social support, economic conditions, and entrepreneurial environments influence the relationships identified in this study.

Third, the proposed model explains 16.3% of the variance in Entrepreneurial Resilience and 31.7% of the variance in Sustainable Mompreneurship. These findings indicate that the model captures meaningful relationships but that other factors may also contribute to resilience and sustainable mompreneurial outcomes. Future research could therefore incorporate additional explanatory variables, including digital capability, social support, entrepreneurial self-efficacy, and government support, to develop a more comprehensive understanding of the factors that enable women entrepreneurs to sustain their businesses while managing family responsibilities.

Future research may also investigate whether the mediating role of Entrepreneurial Resilience differs across entrepreneur characteristics and business conditions. Comparisons based on business age, sector, educational background, or other relevant entrepreneurial characteristics could provide greater insight into when resilience is particularly important for sustaining mompreneurship. Such extensions would help move the literature beyond identifying whether work-family boundary conflict affects sustainable entrepreneurship toward a more nuanced understanding of when, how, and under what conditions mompreneurs are able to maintain entrepreneurial activity despite competing work and family demands.

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