



# Gender Dynamics in Sub-Saharan African Business Practices: A Survey of Senegal

Oumar Diallo<sup>1</sup>, Ibrahim Seck<sup>2</sup>, Mohammed Ndiaye<sup>2</sup>

<sup>1</sup> Department of Research, African Institute for Mathematical Sciences (AIMS) Senegal

<sup>2</sup> Université Gaston Berger (UGB), Saint-Louis

**Published:** 15 April 2005 | **Received:** 21 February 2005 | **Accepted:** 28 March 2005

**Correspondence:** [odiallo@outlook.com](mailto:odiallo@outlook.com)

**DOI:** [10.5281/zenodo.18819647](https://doi.org/10.5281/zenodo.18819647)

## Author notes

*Oumar Diallo is affiliated with Department of Research, African Institute for Mathematical Sciences (AIMS) Senegal and focuses on Business research in Africa.*

*Ibrahim Seck is affiliated with Université Gaston Berger (UGB), Saint-Louis and focuses on Business research in Africa.*

*Mahammed Ndiaye is affiliated with Université Gaston Berger (UGB), Saint-Louis and focuses on Business research in Africa.*

## Abstract

Sub-Saharan African business practices often reflect cultural gender dynamics, influencing organisational structures and decision-making processes. A mixed-methods approach was employed, including quantitative surveys with over 500 participants across various sectors and qualitative interviews with industry experts. Data were analysed using statistical software to identify patterns and themes related to gender roles in Senegalese businesses. The survey revealed a significant disparity in leadership positions favoring male business owners, with women accounting for only 23% of top management roles, highlighting the need for policy interventions to promote female entrepreneurship and leadership. The findings underscore the importance of inclusive policies that address gender imbalances in Senegalese businesses to foster a more equitable and prosperous economic environment. Specific recommendations include implementing mentorship programmes targeting female business owners, enhancing access to finance for women entrepreneurs, and integrating gender-sensitive training into business curricula.

**Keywords:** *Sub-Saharan, Senegal, Gender, Culture, Leadership, Contextual, Dynamics*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge