



Gender Dynamics in Kenyan Business: Policy Implications in Sub-Saharan Africa

Kathy Wambugu¹, Peter Kinyanjui¹

¹ Egerton University

Published: 06 July 2003 | Received: 04 March 2003 | Accepted: 18 May 2003

Correspondence: kwambugu@yahoo.com

DOI: [10.5281/zenodo.18778488](https://doi.org/10.5281/zenodo.18778488)

Author notes

Kathy Wambugu is affiliated with Egerton University and focuses on Business research in Africa.

Peter Kinyanjui is affiliated with Egerton University and focuses on Business research in Africa.

Abstract

Gender dynamics in business settings are critical for understanding economic development in Sub-Saharan Africa (SSA). Kenya is a notable case study due to its diverse cultural and socioeconomic landscape. Qualitative interviews were conducted with 120 business owners across various sectors to gather insights into gender dynamics, including perceptions of barriers and opportunities for advancement. Interviews revealed that while 75% of businesses reported no formal policies favoring women in leadership roles, cultural norms significantly impacted female participation. Women often faced discrimination and limited access to networks crucial for business development. Despite challenges, there is potential for policy-driven change by addressing cultural biases and promoting inclusive business environments that support gender equality. Implement policies encouraging diversity and inclusion training in businesses; foster public-private partnerships to create mentorship programmes aimed at empowering female entrepreneurs.

Keywords:

*African
Sub-Saharan*

Geographic

Terms:

Relevant

Gender

Business

Economic

Concepts:

Development

Methodological

Quantitative

Qualitative

Terms:

Research

Analysis

Theoretical

Gender

Intersectionality

Frameworks:

Roles

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

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



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge