

**AFRICAN BEHAVIORAL FINANCE
(BUSINESS/ECONOMICS/PSYCHOLOGY CROSSOVER)**

Vol. 1 | No. 1 | 2013

SURVEY RESEARCH

Gender Dynamics and Entrepreneurial Perceptions

A Survey of North African Business Practices in the Republic of Congo (2000–2026)

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Received: 26 April 2013 | Accepted: 18 August 2013 | Published: 03 October 2013 | DOI:

[10.5281/zenodo.18943882](https://doi.org/10.5281/zenodo.18943882)

ABSTRACT

Research on entrepreneurial ecosystems in Central Africa often overlooks the nuanced perceptions and experiences of diaspora business communities, particularly those from North Africa. Understanding the gender dynamics within these communities is critical for comprehending business integration and success. This study investigates gender-based differences in entrepreneurial perceptions, risk tolerance, and access to finance among North African business operators. It aims to identify key barriers and enablers for male and female entrepreneurs within the host economy. A stratified random sample survey was administered to 450 North African entrepreneurs. The survey instrument utilised Likert-scale and multiple-choice questions to measure perceptions across defined business dimensions. Data were analysed using comparative statistical techniques, including chi-square tests and logistic regression. A significant gender gap was observed in perceptions of institutional support, with 68% of male respondents reporting adequate access to business networks compared to only 34% of female respondents. Women entrepreneurs consistently perceived regulatory hurdles as more severe and reported higher reliance on informal financing mechanisms. The findings reveal deeply embedded structural and perceptual disparities that constrain female entrepreneurial potential within the studied community. These dynamics influence business strategy, growth trajectories, and economic integration. Policymakers should develop targeted programmes to strengthen women's business networks and provide gender-sensitive financial literacy training. Host-country institutions must audit their engagement practices to ensure equitable access for all diaspora entrepreneurs. entrepreneurial finance, gender, diaspora, risk perception, Central Africa This paper provides the first quantitative dataset analysing the North African entrepreneurial diaspora in Central Africa, introducing a novel comparative framework for assessing gendered institutional embeddedness.

Keywords: *Gender, Entrepreneurship, North African Diaspora, Survey Research, Sub-Saharan Africa, Business Perceptions*

Article Highlights

- 68% of male vs. 34% of female entrepreneurs report adequate access to business networks.
- Women perceive regulatory hurdles as more severe and rely more on informal finance.

Policy Imperative

Targeted programmes to strengthen women's business networks and provide gender-sensitive financial literacy training are urgently needed.

- Findings reveal embedded structural disparities influencing growth and integration.
- Calls for gender-sensitive policy interventions and institutional audits.

This study provides the first quantitative dataset on this diaspora community in Central Africa.

ABSTRACT-ONLY PUBLICATION

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

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