



Gender Dimensions in Sub-Saharan African Business: Eritrea's Perspectives

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Abstract

Sub-Saharan Africa's economies are increasingly influenced by gender dynamics in business environments. Eritrea is no exception, with its unique blend of traditional and modern practices. This study employed semi-structured interviews to gather insights from a sample of 20 male and female business leaders across various sectors in Eritrea. Data was analysed using thematic analysis. A significant proportion (45%) of respondents highlighted the importance of traditional gender roles in decision-making processes, particularly in agriculture and manufacturing sectors. The findings suggest that integrating gender dimensions into business strategies can enhance sustainability and inclusivity across Eritrea's diverse business landscape. Businesses should consider incorporating gender-sensitive training programmes for their employees to better understand and address the unique challenges faced by women in different industries.

Keywords: *Sub-Saharan, Africa, Gender, Dynamics, Behavioural Analysis, Qualitative Research, Anthropology*

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