



# Gender Dynamics in Sub-Saharan African Business Contexts: A Snapshot from Ghana 2008

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## Abstract

The business context in Sub-Saharan Africa (SSA), particularly Ghana, is characterized by significant gender disparities that affect various aspects of economic participation and development. A survey research design was employed, utilising structured questionnaires distributed among both male and female business owners across different sectors in Ghana. Data collection took place from January to March . The findings reveal that while women constitute a substantial portion of the workforce (45% of all employees), they are underrepresented in leadership roles, with only 15% holding managerial positions. This disparity is attributed to traditional gender norms and limited access to formal education and training. The study concludes that addressing these gender disparities requires concerted efforts from policymakers, businesses, and educational institutions to create an inclusive environment where women can equally participate in business leadership roles. Recommendations include the implementation of gender-sensitive policies within companies, promoting equal access to education for girls, and fostering community dialogues to challenge traditional gender stereotypes. Gender Dynamics, Sub-Saharan Africa (SSA), Ghana, Business Context, Leadership Roles

**Keywords:** *Sub-Saharan, Africa, Gender, Empowerment, Socioeconomic, Qualitative, Quantitative*

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