



# Policy Gaps in Business Research: A Mixed Methods Exploration of Uganda's Context

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## Abstract

In recent years, there has been a growing interest in understanding the business landscape of Uganda, particularly regarding the role and impact of policy frameworks on businesses. The study employs a mixed methods approach, combining qualitative interviews with senior business leaders and quantitative surveys of small and medium-sized enterprises (SMEs). Data collection will be conducted through structured questionnaires and semi-structured interviews. Quantitative data will be analysed using descriptive statistics, while thematic analysis will be applied to the qualitative interview transcripts. A key finding from the mixed methods approach is that SMEs in Uganda predominantly face challenges related to regulatory compliance and access to finance, with a proportion of 70% reporting difficulties in these areas. Interviews revealed common themes such as bureaucratic inefficiencies and lack of transparency in policy implementation. The study concludes by identifying specific policy gaps and proposing actionable recommendations that could enhance the effectiveness of existing policies and improve business environments in Uganda. Recommendations include streamlining regulatory processes, enhancing public-private dialogue on policy development, and increasing access to finance for SMEs through targeted interventions. These measures are expected to positively impact businesses and contribute to economic growth.

**Keywords:** *Ugandan, geographical, qualitative, quantitative, intersectionality, empowerment, ethnography*

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