



# Gender Dimensions in Ethiopian Business Practices: A Survey Analysis

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## Abstract

Ethiopia is a significant player in Sub-Saharan Africa's economy, with a growing business sector that encompasses various industries and sectors. The research employs a mixed-methods approach, combining quantitative survey analysis with qualitative thematic coding. A structured questionnaire was distributed electronically to a diverse sample of businesses in Ethiopia. Findings indicate that women-owned enterprises face higher operational costs compared to their male counterparts, despite having similar levels of education and experience. This study highlights the persistent gender disparities in business environments within Ethiopia's economy, particularly in terms of financial resources and market access for female entrepreneurs. Policy makers are encouraged to implement targeted interventions aimed at reducing these disparities by providing equal opportunities and support mechanisms for women's businesses.

**Keywords:** *Ethiopia, Sub-Saharan, Gender Roles, Survey Research, Quantitative Methods, Qualitative Inquiry, Institutional Change*

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