



Gender Dynamics in Sub-Saharan African Business: A Kenyan Perspective

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Abstract

Gender dynamics in Sub-Saharan African (SSA) business environments have been a topic of increasing interest due to their impact on economic development and social equity. The analysis is based on secondary data from recent surveys conducted by Kenyan government agencies and international development organizations. The findings underscore persistent gender disparities in both leadership roles and entrepreneurial activities within Kenyan businesses. Policy recommendations include enhancing access to financial resources for female entrepreneurs and promoting inclusive business practices that value diverse perspectives.

Keywords: *Sub-Saharan, African, Business, Socio-Economic, GenderEquity, QualitativeResearch, CulturalAnthropology*

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