



Gender Norms and Female Entrepreneurship in Somali Informal Settlements of Senegal: Implications for Success in African Contexts

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Abstract

This Perspective Piece examines gender norms in Somali informal settlements of Senegal and their impact on female entrepreneurship. A qualitative approach was adopted, involving interviews with female entrepreneurs and focus group discussions among community members in the Somali settlements of Senegal. Gender norms pose substantial challenges for female entrepreneurship in these settings, necessitating tailored interventions to promote inclusivity. Policy makers should develop targeted support programmes addressing both the economic opportunities and social barriers faced by female entrepreneurs.

Keywords: *African geography, gender norms, informal settlements, qualitative research, entrepreneurship success, Senegal, microfinance impacts*

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