Gender Dynamics in Sub-Saharan African Business Contexts: A Tanzanian Exploration

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Abstract

Gender dynamics in business contexts across Sub-Saharan Africa have received increasing attention from researchers due to their significant implications for organisational effectiveness and societal development. The research employs qualitative methods including semi-structured interviews with a purposive sample of key stakeholders such as entrepreneurs, managers, and community leaders. Data analysis involves thematic coding for uncovering patterns and themes related to gender in business settings. A notable finding is the pervasive influence of patriarchal norms on decision-making processes, where male-dominated networks significantly impact access to resources and opportunities. The study concludes that understanding and addressing these gender dynamics are crucial for fostering inclusive and equitable business environments in Tanzania. Policy recommendations include initiatives aimed at promoting gender-balanced leadership training programmes and encouraging the participation of women in decision-making roles within businesses.

Keywords: *Sub-Saharan, African, Business, Gender, Dynamics, Qualitative, Approach*

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