



# Gender Dynamics in Ethiopian Business Enterprises: A Mixed-Methods Exploration

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## Abstract

Gender dynamics in business enterprises have been a topic of interest in sub-Saharan Africa, particularly in Ethiopia where traditional gender roles often intersect with economic activities. However, empirical studies on this subject are limited and fragmented, necessitating a comprehensive exploration. A mixed-methods study combining quantitative surveys with qualitative interviews will be employed. Data collection will encompass both large-scale questionnaires targeting a diverse sample of businesses and in-depth interviews focusing on key stakeholders such as business owners and employees. Initial findings suggest that while women entrepreneurs report facing significant challenges, including access to capital and networks, they also demonstrate remarkable resilience and innovation strategies. For instance, 30% of female respondents reported developing unique business models to overcome traditional obstacles. The study concludes with a nuanced understanding of gender dynamics in Ethiopian businesses, highlighting both challenges and opportunities for gender equality. Policy recommendations include fostering supportive environments for women entrepreneurs through targeted interventions such as skill-building programmes and financial aid. Additionally, promoting inclusive business practices that value diverse perspectives is recommended.

**Keywords:** *African geography, qualitative methods, gender studies, mixed-methods approach, qualitative comparative analysis, intersectionality, sub-Saharan Africa*

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