



# Gender Dynamics in Sub-Saharan African Business Contexts: Insights from Kenya's Entrepreneurial Landscape,

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## Abstract

Sub-Saharan Africa, particularly Kenya, has seen significant economic growth in recent decades. However, gender disparities persist, influencing business practices and outcomes. The study employs qualitative research methods, including semi-structured interviews and document analysis, to understand gender dimensions in business operations and decision-making processes. Analysis reveals that women entrepreneurs in Kenya face systemic barriers such as insufficient access to finance and networks compared to their male counterparts. Despite these challenges, there is a growing number of female-led businesses demonstrating resilience and innovation, indicating potential for gender parity in the future. Policy recommendations include enhancing financial inclusion programmes specifically targeted at women entrepreneurs and improving mentorship and networking opportunities. Gender Dynamics, Business Contexts, Entrepreneurial Landscape, Kenya

**Keywords:** *African geography, gender stratification, qualitative methods, empowerment studies, patriarchal norms, microfinance, innovation networks*

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