



# A Framework for Analysing Adoption and Outcomes of Mobile Money Transfer Platforms Among Female Entrepreneurs in Malawi's Rural Regions, 2011 Context

**Chituwo Kalaleko<sup>1</sup>**

<sup>1</sup> Department of Research, Mzuzu University

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**Correspondence:** [ckalaleko@yahoo.com](mailto:ckalaleko@yahoo.com)

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## Author notes

*Chituwo Kalaleko is affiliated with Department of Research, Mzuzu University and focuses on African Studies research in Africa.*

## Abstract

Mobile money transfer platforms have been introduced in Malawi's rural regions to facilitate financial transactions among female entrepreneurs and their customers. Theoretical approach focusing on literature review to identify key factors influencing adoption and outcomes of mobile money transfer platforms in rural Malawi. The theoretical framework highlights the importance of understanding contextual factors such as cultural acceptance and digital literacy in facilitating mobile money transfer platform adoption among female entrepreneurs. Policy makers should consider funding initiatives that enhance digital literacy programmes targeting rural communities, which could significantly boost adoption rates and outcomes for mobile money transfer platforms.

**Keywords:** *African geography, feminist economics, qualitative methods, mobile money, transactional feminism, social capital, economic empowerment, community networks*

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