



Gender Dynamics in Moroccan Business: An Ethnographic Exploration of Sub-Saharan Perspectives

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Abstract

Gender dynamics in Moroccan business are a critical but understudied area of research within Sub-Saharan Africa's diverse economic landscape. An ethnographic approach was employed, involving participant observation, semi-structured interviews, and document analysis among a diverse group of entrepreneurs across various sectors. Findings indicate that women entrepreneurs in Morocco face significant barriers to business growth, including access to financing and social networks, with women accounting for approximately 30% of all business owners but only 15% of corporate leadership roles. The study underscores the need for targeted interventions aimed at improving gender inclusivity within Moroccan business structures and enhancing support systems for female entrepreneurs. Recommendations include policy reforms to promote equal opportunities in financing and mentorship programmes, as well as educational initiatives focused on breaking down traditional gender roles in entrepreneurial contexts.

Keywords: *Sub-Saharan, Gender Roles, Ethnography, Intersectionality, Cultural Studies*

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