



# Gender Dynamics in Sub-Saharan African Business: A Theoretical Framework for Senegal

Ibrahim Sallèsay<sup>1</sup>

<sup>1</sup> Université Alioune Diop de Bambey (UADB)

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

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## Author notes

*Ibrahim Sallèsay is affiliated with Université Alioune Diop de Bambey (UADB) and focuses on Business research in Africa.*

## Abstract

Sub-Saharan Africa (SSA), including Senegal, faces significant gender disparities in business participation and outcomes, influenced by cultural norms, economic opportunities, and institutional frameworks. This article employs a qualitative analysis to explore existing literature and empirical studies on gender dimensions in business settings across SSA, emphasising the Senegalese experience. The theoretical framework identifies key factors such as cultural expectations, access to finance, and policy support as critical determinants of gender disparities in Senegalese businesses. Policy makers should prioritise initiatives aimed at enhancing financial inclusion and business education for women entrepreneurs to bridge the existing gender gap.

**Keywords:** *African geography, gender roles, institutional theory, qualitative research, sub-Saharan, sociocultural analysis, transactional leadership*

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