



Gender Dynamics in Sub-Saharan African Business Paradigms: A Mauritian Perspective

Tarinah Mavoungohua¹, Shanice Dhanamoon^{2,3}

¹ Department of Interdisciplinary Studies, University of Mauritius

² Open University of Mauritius

³ University of Mauritius

Published: 14 March 2005 | **Received:** 28 October 2004 | **Accepted:** 19 January 2005

Correspondence: tmavoungohua@gmail.com

DOI: [10.5281/zenodo.18817818](https://doi.org/10.5281/zenodo.18817818)

Author notes

Tarinah Mavoungohua is affiliated with Department of Interdisciplinary Studies, University of Mauritius and focuses on Business research in Africa.

Shanice Dhanamoon is affiliated with Open University of Mauritius and focuses on Business research in Africa.

Abstract

Gender dynamics play a significant role in economic activities across Sub-Saharan Africa, including Mauritius where traditional gender roles intersect with modern business practices. The research employs qualitative interviews and secondary data analysis to explore the experiences of women entrepreneurs versus their male counterparts, focusing on entrepreneurship rates and sectoral distribution. Women in Mauritius face barriers such as limited access to financing and networks, leading to lower entrepreneurial activity compared to men. Specifically, only 25% of self-employed individuals are female, highlighting a significant gender gap. Despite progress, persistent gender inequalities hinder the full participation of women in the Mauritian business ecosystem, necessitating targeted interventions to promote gender equality and economic empowerment. Implementing gender-sensitive training programmes for entrepreneurs and creating more inclusive financial markets are recommended to bridge this gap. Additionally, fostering a culture that values diverse leadership is crucial.

Keywords: *Sub-Saharan, African, Business, Economics, GenderStudies, QualitativeResearch, CulturalAnthropology*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge