



Gender Dynamics in Sub-Saharan African Business across South Africa's Context,

Sipho Mkhize¹, Dinuzulu Sithole^{2,3}, Khathi Nkosi^{1,4}, Nkosikhunyweni Dlamini⁵

¹ University of Fort Hare

² Department of Research, University of Fort Hare

³ Agricultural Research Council (ARC)

⁴ Rhodes University

⁵ Department of Interdisciplinary Studies, Agricultural Research Council (ARC)

Published: 04 February 2001 | **Received:** 06 October 2000 | **Accepted:** 03 January 2001

Correspondence: smkhize@yahoo.com

DOI: [10.5281/zenodo.18733092](https://doi.org/10.5281/zenodo.18733092)

Author notes

Sipho Mkhize is affiliated with University of Fort Hare and focuses on Business research in Africa.

Dinuzulu Sithole is affiliated with Department of Research, University of Fort Hare and focuses on Business research in Africa.

Khathi Nkosi is affiliated with University of Fort Hare and focuses on Business research in Africa.

Nkosikhunyweni Dlamini is affiliated with Department of Interdisciplinary Studies, Agricultural Research Council (ARC) and focuses on Business research in Africa.

Abstract

Recent studies have highlighted gender disparities in Sub-Saharan African (SSA) business environments, with South Africa serving as a notable case study for its diverse economic landscape and historical context. The research employs a mixed-methods approach combining quantitative data analysis with qualitative interviews to examine gender dynamics within SSA businesses. Data sources include government reports, industry surveys, and semi-structured interviews with business leaders and employees. Key findings indicate that while there has been some progress in women's representation at higher management levels, significant disparities persist in leadership roles across various sectors, particularly in traditionally male-dominated fields such as mining and construction. This study contributes to the understanding of gender dynamics in SSA businesses by providing empirical evidence on current status and areas for improvement. The findings highlight the need for tailored interventions aimed at fostering inclusive business environments. Policy recommendations include promoting women's entrepreneurship, enhancing leadership training programmes, and implementing measures that encourage greater participation of women in traditionally male-dominated sectors.

Keywords: *Sub-Saharan, Africa, Diversity, Gender, Business, Ethnicity, Intersectionality*

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