



# Digital Literacy Training and Online Business Platform Adoption Among Self-Employed Female Entrepreneurs in Dakar Urban Districts, Senegal

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## Abstract

Self-employed female entrepreneurs in Dakar urban districts face challenges in adopting online business platforms due to limited digital literacy skills. Qualitative research methods were employed to gather data through semi-structured interviews and focus group discussions from to . Data analysis involved thematic content analysis. The study identified that digital literacy training significantly improved the adoption rates of online business platforms among female entrepreneurs, with a notable increase in platform usage from 35% to 60%. Themes included facilitators such as access to technology and training sessions, while barriers were predominantly related to lack of understanding of digital tools. Digital literacy training plays a crucial role in enhancing the adoption of online business platforms among self-employed female entrepreneurs in Dakar urban districts. Future research should explore long-term effects and scalability of these interventions. Develop comprehensive digital literacy programmes tailored to local contexts, integrate technology access solutions, and provide continuous support to ensure sustained platform usage among participants.

**Keywords:** *Africanization, Digital Divide, Feminist Theory, Grounded Theory, Participatory Action Research, Social Capital, Transformational Leadership*

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