



# Gender Dynamics in Sub-Saharan African Business Contexts: A Focus on Malawi

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## Abstract

Sub-Saharan Africa (SSA), including Malawi, faces significant gender disparities in business contexts, impacting economic development and sustainability. The research employed a mixed-methods approach combining quantitative surveys with qualitative interviews to gather data from business owners across various sectors. Findings indicate that women-owned enterprises in Malawi face challenges such as limited access to financing and networks, while also demonstrating resilience and innovation strategies. The study reveals complex gender dynamics influencing business success in Malawi, highlighting both obstacles and potential for change within the entrepreneurial ecosystem. Recommendations include policy interventions aimed at improving financial inclusion and support services specifically tailored to women entrepreneurs.

**Keywords:** *Sub-Saharan, Malawi, Gender, Dynamics, Contexts, Economics, Development*

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