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The Impact of Gender on Entrepreneurial Activities in Developing Country: Focus on Entrepreneurs in Central Business Centre - Ghana

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Abstract

Purpose of the Paper: Researchers in this paper intends to critically investigate the role of gender towards business success in the context of developing countries. Unlike other countries, ‘*within Ghana, there are more women entrepreneurs than men*’ (GEM, 2015). There are many factors why this is the case as a vast majority of women are pushed to start-up their business ventures for the sake of being able to assist their families. This is together with pool of single mothers who also want to provide for their children with no assistance. According to Dzisi (2008) found that, Ghana had more women than men entrepreneurs due to flexibility which allows women to start-up as well as look after their families. In spite of this, men are more successful in businesses than women in Ghana. Following the *Voices of Women Entrepreneurs in Ghana*, (2016) the situation was said to be caused by women having more responsibilities than men as they balance family, work and have difficulty in accessing credit. Furthermore, Carter et al (2001), found women owned businesses to have lower sales turn over, fewer employees and women generally being more afraid of taking risk. Within Ghana, some women are quick to set up small businesses but eventually end up not progressing or expanding. Though the rate of men start-up in the country seems to be lower when compared to that of women but theirs success rate is higher when this is being compared to that of women.

Design and Methodology: Mixed research method using a large sample of entrepreneurs from both Central Business Centre (CBC) and local market place, specifically Okaishie within Accra, Ghana. These will be used to gather statistical and psychological information and reality of Ghanaian entrepreneurs for this particular study.

Study Limitations: This research might face some constraints during the process that might be together with access to information. Lack of access to information is not only due to lack of empirical work done in the context of Africa but also the willingness of targeted sample in providing response.

Practical Implications: Researchers in this study intends to be provide recommendations for government policies in developing countries; specifically in Ghana and most of the sub-Saharan African countries. This study also is believed to add in the pool of little knowledge and empirical studies being conducted on gender the developing countries; with valid recommendations for further studies.

Social Implications: Researcher in this study believes that, women entrepreneurs in the context of Ghana seems to be more disadvantaged. This is mostly being caused by not only culture and traditions of the community but also government perception towards women. This makes majority of women entrepreneurs to struggle in obtaining start-up capital for their businesses while relying more on financial assistances from the family and friends as well we their close social ties (roles of social networks).

Originality/Value of the Paper: The originality of this paper lies on the empirical nature and the rich information that will be gathered from both primary and secondary data. Researchers intends to use the study findings to develop a novel framework to be used in improving success rate of entrepreneurial activities done by women within the country. This is together with providing specific recommendations for policy and strategies that will be suitable for not only Ghanaian government but also policy makers from other countries in the sub-Saharan Africa.

Keywords: *Gender, Entrepreneurial Activities, Entrepreneurial Success, Entrepreneurs, Ghana*