

# Gender Entrepreneurship and Sustainable Development in South Western Nigeria

*Received: 09.01.2023**Revised: 09.02. 2023**Accepted: 02.03. 2023*

**Olufemi Samuel Omoyele<sup>1</sup>, Idris Adegboyega Onikoyi<sup>2</sup> and Isola Oyelekan Ayantunji<sup>3</sup>**

<sup>1,2</sup>Department of Entrepreneurial Studies, Faculty of Management Sciences

<sup>3</sup>Department of Human Resource Development, Faculty of Management Sciences,

<sup>1,2,3</sup>Osun State University, Osun State, Nigeria.

<sup>1</sup>olufemi5ng@gmail.com , <sup>2</sup>idris.adegboyega@uniosun.edu.ng

<sup>3</sup>isola.ayantunji@uniosun.edu.ng

---

## Abstract

Entrepreneurship is not restricted to sex, height, colour, individuals, race or culture and through it, women in different nations play equal role in economic development with their male counterparts. This implies that an entrepreneur can either be male or female. However, this is not the case in all society as in most developing countries, female are discriminated upon. This study therefore adopted the survey research design in examining gender entrepreneurship and sustainable development in Nigeria. Using purposive sampling method, three states in south west Nigeria were selected as the study location; Lagos, Oyo and Ogun states from where a sample of 333 was selected using the Krejcie and Morgan sampling technique. Data was sourced using structured questionnaire. Frequency count and simple percentages while the hypotheses formulated was tested using ANOVA. The result of the study indicated that gender entrepreneurship can lead to sustainable development in Africa given that female have wider population which also implies higher business creation to alleviate the problem of unemployment, poverty as well as leading to higher productivity, among other findings. Based on the findings, the paper recommended that female be encouraged into doing whatever job they wants without a care about gender. Also, the study recommends that financial assistance be given to innovative female entrepreneurs to fund their innovation in the form of grant.

---

**Keywords:** Gender, sustainability, entrepreneurship, development

---



## Introduction

Entrepreneurship is not restricted to sex, height, colour, individuals, race or culture and through it, women in different nations play equal role in economic development with their male counterparts (Akpodono, 2016). This implies that an entrepreneur can either be male or female. In the olden days, female usually take the role of 'helping' rather than creating job. A prominent factor contributing to poverty and poor growth in Africa is gender inequality. Most working women in Africa cannot be described as formal entrepreneurs despite being self-employed and have a preference for the flexibility and informal arrangements of their business because it enables them have carry out the domestic responsibilities without much hindrance while engaging in economic and entrepreneurial activity (World Bank 2007).

However, nowadays, women in Africa are claiming their position in the business arena and competing with their male counterparts. In terms of poverty reduction, wealth creation, job creation, and sustainable growth and development, the role of women entrepreneurs in both private and public sectors has been confirmed by various researchers such as women-owned businesses being one of the fastest growing entrepreneurial populations globally as affirmed by Brusha and Cooper (2012) and significantly influencing employment, innovation and wealth creation in all economies. Prior now, the field of entrepreneurship was largely male dominated until the late 20th century, when women began to get involved in entrepreneurship globally (Najla, 2015).

In view of the women interest in entrepreneurship, it becomes imperative to investigate the place of gender entrepreneurial in promoting sustainable development in Africa.

## Statement of the problem

The transformation of gender relations from the beginning of the 20th century is one of rapid, profound social changes in human history. More than 7,000 years in the history of mankind from the stabilization of agriculture and the early regions emerged, male domination has been the primary feature in most part of the world including Africa. Even at the onset of the 20th century, men and women were generally regarded very differently as their roles in society were also different: the woman's place was at home as wife and mother the man's place was in a public place. Men had legal power over their wives and children's lives. Women were regarded as inferior to male in education, in businesses, in family life, in leadership in religious and even in birthing, the birth of a male child usually received more glory than female. At the beginning of the 20th century little attention was given to gender equality which even have religious backing supporting the supremacy of male over female. However, the 21st century witnessed drastic change that only a handful of people still cling to the notion that women should be less than men. While all forms of gender inequality continue to exist, especially among those who resists change, women are gradually claiming their place in different sphere of life including in business creation. A number of women have long proven that women are not just mere helpers but can also create their own businesses and managed them as well. However, male domination has not yet completely disappeared, especially in entrepreneurship as male seems to still have more advantages that female (Sajuyigbe & Fadeyibi, 2017) in terms of access to material resources such as credit and property, as well as adequate and timely information, education, and modern technology which results in negative implications for business operations (Sajuyigbe & Fadeyibi, 2017; Zin, 2017).). According to Aidis and



Estrin (2014), gender differences in entrepreneurial performance can also be attributed to factors such as differences in business environment, personal characteristic, cultural values, attitudes towards risk and social network. Also the innovation, investments and growth expectations of women tend to be hindered by the way they react to business challenges or risks as opposed to their male counterparts which stifles their innovation, growth expectations, and equity investments. The problem of this study therefore is to investigate the gender entrepreneurship and how it affects sustainable development in Africa with attention to Nigeria.

### Research objectives

Generally, the study examined the relationship between gender entrepreneurship and sustainable development in Africa. Specifically, the study seeks to

1. Critically evaluate the extent to which gender equality enhances sustainable development in Africa entrepreneurship
2. Assess if there are significant differences between male and female entrepreneurs in terms of number, performance of the business, business sustainability, as well as availability of resources in Africa.
3. Determine factors that led to the differences or otherwise and thus suggest a way forward.

### Research questions

1. To what extent does gender equality enhances sustainable development in Africa entrepreneurship?
2. Are there significant differences between male and female entrepreneurs in terms of number, performance of the business, business sustainability, as well as availability of resources in Africa?

3. What are the factors responsible for the differences (if any); and what need to be done to promote gender neutral entrepreneurship in Africa?

### Research hypotheses

HO1: There is no significant difference between male and female entrepreneurs in terms of number, performance of the business, business sustainability, as well as availability of resources in Africa

### Literature review

Gender issues should be considered when reflecting on strategies to improve Africa's competitiveness in the world and how to promote private-sector development due to the following reasons: women are key players in the private sector, mostly in agriculture and in informal businesses as the estimation of women-owned businesses account for over one-third of all firms, being the majority of businesses in the informal sector in African countries. Also, legal and institutional barriers that affect men's and women's enterprises differently exist, hampering the ability of women to formalize and develop their businesses, create jobs, and enhance productivity. Furthermore, gender disparities are a disadvantage to women and also reduce the growth potential of a region as a whole by adversely impacting enterprise development, competitiveness and productivity.

An entrepreneur is defined in Sajuyigbe and Fadeyibi (2017) as a person who creates and grows businesses and a female entrepreneur is a woman who has started a business, is keenly involved in managing it, owns 50% of the firm, and has been operating for a year or longer. In Africa, women have generally been disadvantaged in gaining access to not only material resources such as credit and property, but they have also been deprived of resources like education, modern technology and market information, all of



which have negative implications on the type of enterprises that they engage in (Sajuyigbe & Fadeyibi, 2017). Traditionally, entrepreneurship has been a field dominated by males up until the late 20th century, the number of women entrepreneurs globally was very limited and are visible only in a few business sectors (Najla, 2015).

Gender inequality plays an important part in accounting for poor growth and poverty reduction performance in Africa. Most working women in Africa are not formal entrepreneurs but are somewhat self-employed and own-account workers in the informal sector and they may prefer the flexibility of these informal arrangements because it makes it somewhat easier as most of them have to assume the greater burden of domestic tasks and their capacity to engage in economic as well as entrepreneurial activity is much more constrained (World Bank 2007).

Some of the barriers female entrepreneurs face that limit their ability to start and develop their businesses include low levels of financial and digital literacy, access to finance and technology, discriminatory sociocultural norms and lack of opportunities for capacity development. Women also tend to limit themselves when they react to business challenges differently from their male counterparts which stifles their innovation, growth expectations, and equity investments.

Three perspectives put forward by social scientists about the reasons for gender differences in entrepreneurial performance are: differences in entrepreneurs' personal characteristics, skills and attitudes towards risk (Lazaer, 2005); social factors such as cultural values and social networks (Kristiansen, 2004; Witt, 2004); and the institutional and business environment (Aidis & Estrin, 2014).

## Factors hindering women's business performance in Africa

**Education and skills gaps:** gender differences in strategic business decisions can be explained by the persistent gap in educational and skill accomplishment between male and female entrepreneurs particularly in the areas of formal education, socio-emotional skills and management skills.

**Legal discrimination:** Female entrepreneurs cannot have equal economic opportunity as the males if their ability to own and run a business are restricted by a country's laws (World Bank Group, 2018), and this ensures that they do not have a level playing field.

**Risk of gender-based violence:** widespread gender-based violence likely takes a toll on women's health and well-being hindering their ability to run their businesses effectively. Some women may view self-employment as a way to avoid sexual harassment at the workplace while working outside of the home may put some women at risk.

**Social Norms:** Women's choices are limited in many African countries because social norms do not align with women striving for business growth and this can shape how they view themselves, impact their aspirations, perceive their abilities, and can lead to prejudiced treatment by others. Women who contradict these social norms may also face reprisal (Bowles, 2012).

**Time constraints and care:** women spend more time on domestic chores than men in Africa which necessitates them to stay home at hours of the day that are best for conducting business thereby affecting the amount of time they can devote to their business.

**Confidence and risk preferences:** African women business owners often show less confidence in their abilities than their male counterparts which may make them



less willing to compete particularly in stereotypically male domains.

Finance and assets: the capacity of females to invest in their business and access large enough loans is affected by their control of fewer assets as opposed to their male counterparts.

Household allocation of productive resources: Women may face more pressure to share resources as they often lack authority over the allocation of household assets, restricting both their inclination and ability to invest in their businesses.

## **Theoretical review:**

### **The anthropological theory**

The anthropological theory opines that cultural norms and beliefs to a great extent impact on the value system of individuals and enables the development of an entrepreneurial skill for economic vitality (Akpodono, 2016). The stance of this theory is that the culture of a person is what enables the creation of a business venture. Cultural practices further influences entrepreneurial attitude such as innovation and ultimately business creation behaviour. This theory is applicable to the Nigerian business environment in which female entrepreneurs are affected by the existing culture, norms and value. An instance of this is the culture in some parts of the country that discourages the girl child education, restrict women from politics, work and when working, from specific jobs. This tends to limit the performance of the female gender and her entrepreneurial behaviour and performance. The implication of this is that cultural environments can lead to differences in attitude and entrepreneurial behaviour between both gender.

### **Related studies**

Sajuyigbe and Fadeyibi (2017) examined the influence of women entrepreneurs on sustainable economic development and

their perceived contributions to economic sustainability in Nigeria. A selection of six hundred and eighty (680) participants registered with ministry of commerce and industry in the South-Western geopolitical zones of Nigeria were used as sample size for the study and data were collected using structured questionnaire and personal interview. Results from analysis of data revealed that women's involvement in entrepreneurship have positive and significant influence on sustainable economic development and that majority of them have been empowered by voting in elections, accessing education and befitting from empowerment training. Also, major challenges facing women entrepreneurs included work/home conflict, lack of access to finance and lack of moral support from family members.

Kalpana (2016) in a study on the role of women entrepreneurs in establishing sustainable development in developing nations asserted that women contribute and support the economy extensively in diverse ways by being employed in different sectors. Also, many successful businesses are managed by well-educated women who are aware of correct application of theory to business and are very experienced in entrepreneurial activities.

Vossenber (2013) explored women entrepreneurship promotion in developing countries also and affirmed that women are potentially able through entrepreneurship to transform from an impoverished nation to a vibrant economy. They have the potential to turn an ailing economy around, at any level, through their inborn organizational skills, economic strength and single-minded focus to transcend obstacles posed by culture and their environment than men.

### **Methodology**

This study adopted the survey research design in examining gender entrepreneurship and sustainable



development in Nigeria. The study population constitutes the entire SME operating in Nigeria. A random sampling technique was adopted in selecting three states from southwest Nigeria as the study area. This resulted in the selection of Lagos, Oyo, and Ogun states.

According to SMEDAN (2017) the total number of small enterprises and medium enterprises in

- Lagos state = 8,396;
- Oyo state = 6,131; and
- Ogun state = 1690,

The aggregate result of a study population of 16,217 SMEs in Lagos, Oyo, and Ogun states. Taro Yamane formula was adopted to determine the ideal sample size for the

study as follows:  $n = N / 1 + N(e)2$ . at 0.05 precision

$$N=16,217/1+16,217 (0.05)^2$$

$$=16217/41.5425$$

$$=390$$

The researcher distributed 390 questionnaires to SMEs within the three selected states in Nigeria. The questionnaire used for data collection was self-made in line with the research objectives and was distributed physically to respective SME owners in the selected states. 329 questionnaire was returned and thus constitutes the actual sample for this study. Data collected were subjected to descriptive analysis whereas the hypothesis formulated was tested using ANOVA.

## Data presentation analysis and discussions

**Table 1** Demographic data

Variables	Frequencies	percentages
<b>Gender</b>		
Male	195	<b>59.3</b>
Female	134	<b>40.7</b>
<b>Age group</b>		
Less than 30	46	14.0
30 but less than 40 years	123	37.4
40 but less than 50 years	56	17.0
50 years and above	104	31.6
<b>Age of business</b>		
0-5years	103	31.3
6-10years	146	44.4
11-15years	57	17.3
16years and above	23	7.0

*Field Survey (2022)*

Table 1 above presents the demographic information of the participants in the study. As indicated in the table, both male (59.3%) and female (40.7%) took part in the study which indicates that entrepreneur is not gender restricted as both male and female can become an entrepreneur.

The age group of the respondents also varies. Accordingly, 14% were less than 30 years of age, 37.4% were 30 but less than 40 years; 17% were 40 but less than 50 years; while 31.6% were 50 years and above. This indicates that entrepreneurs are not restricted to sex, height, color, individual race, or culture. Anyone with



business ideas and willing to follow them through is an entrepreneur regardless of age or gender (Akpodono, 2016).

The table revealed that various businesses have been in existence for different numbers of years. There are some businesses that have lasted for 0-5 years (31.3%); some have lasted for 6-10years

(44.4%); some have been in existence for 11-15years (17.3%); whereas some have lasted for 16years and above (7.0%).

**RQ1: To what extent does gender equality enhance sustainable development in Africa entrepreneurship?**

**Table 2** The respondents’ opinions on the extent to which gender equality enhances sustainable development in Africa entrepreneurship

STATEMENTS	SA	A	UN	D	SD	% in agreement
Female population is more than male and their participation in creating business will lead to sustainable development	210	71	11	19	18	85.4
Female are patients and as such can nurture business for a long time to achieve sustainable development	192	126	9	0	2	96.7
If both male and female works on par, it improves standard of living	183	127	9	6	4	94.2
Gender equality reduces over-dependence on one partner for daily bread	189	120	17	1	2	93.9
Gender equality leads to excessive development as man power is efficiently developed.	101	194	26	2	6	89.7
Gender equality leads to economic development as it enhance productivity	138	165	20	2	4	92.1
Gender equity forms a premise for all kinds of development	174	129	17	7	2	92.1

*Field study, 2022*

The result presented in the table above indicated that having both genders in entrepreneurship has multiple advantages over having solely one gender. The participant of the study supports that: Female population is more than male and their participation in creating business will lead to sustainable development (85.4%); Female are patients and as such can nurture business for a long time to achieve sustainable development (96.7%); If both male and female works on par, it improves the standard of living (94.2%); Gender equality reduces over-dependence on one partner for daily bread (93.9%); Gender equality leads to excessive development as manpower is

efficiently developed (89.7%); Gender equality leads to economic development as it enhances productivity (92.1%); and Gender equity forms a premise for all kinds of development (92.1). This result is consistent with some previous studies such as Barrachina, García-Centeno, and Calderón Patier (2021) and Kalpana (2016) respectively.

**RQ2: Are there significant differences between male and female entrepreneurs in terms of number, performance of the business, business sustainability, as well as the availability of resources in Africa?**



**Table 3** The respondents opinion on whether or not any significant differences between male and female entrepreneurs in terms of number, performance of the business, business sustainability, as well as availability of resources in Africa

STATEMENTS	SA	A	UN	D	SD	% in agreement
There are more male entrepreneur than female in Nigeria	108	183	18	9	11	88.4
Most female are found in works with relatively low income and less stress	144	159	18	0	8	92.1
Both male and female are engage in same type of work without a care about gender	90	161	70	0	8	76.3
Fewer females own corporate firms while larger majority are petite traders	161	151	9	1	7	94.8
In Nigeria, female have less professional experience when they start their business	143	144	29	8	5	86.8
Female takes lesser risks which impede their chances to compete favourably with male entrepreneurs	106	182	20	17	4	87.5
Female’s home responsibility prevent their chances of becoming full time entrepreneurs	189	120	4	8	8	93.9
Female entrepreneurs lack financial strengths to start up business compare to their male counterparts	150	151	20	6	2	91.5
Businesses owned and runs by female does better than their male counterpart	117	175	15	5	17	88.8
female entrepreneurs have access to different business and investment social networks than male entrepreneurs	106	182	20	17	4	87.5
Female-owned firms have less start-up capital than male-owned firms	100	151	70	0	8	76.3

*Field survey, 2022*

The result of the study indicates that the respondents are in agreement with the following states: There are more male entrepreneurs than females in Nigeria (88.4%); Most females are found in works with relatively low income and less stress (92.1%); Both males and female are engaged in the same type of work without care about gender (76.3%); Fewer females own corporate firms while larger majority are petite traders (94.8%); In Nigeria, female have less professional experience when they start their business (86.8%); Female takes lesser risks which impede their chances to compete favourably with male entrepreneurs (87.5%); Female’s home responsibility

prevent their chances of becoming full time entrepreneurs (93.9%); Female entrepreneurs lack the financial strengths to start-up businesses compare to their male counterparts (91.5%); Businesses owned and run by a female does better than their male counterpart (88.8%); female entrepreneurs have access to different business and investment social networks than male entrepreneurs (87.5%); and Female-owned firms have less start-up capital than male-owned firms (76.3%).

**RQ3a: What are the factors responsible for the differences?**





**Table 4** The respondent’s opinion on the factors responsible for the differences

STATEMENTS	SA	A	UN	D	SD	% in agreement
Female are limited by family responsibility such as child bearing, house chores, etc.	148	134	30	10	7	85.7
Nigerian society limits female social networking that would have enhance business opportunities for them compare to male	150	159	12	5	3	93.9
In some culture, female are expected to focus in the house while the male are to face the field	166	145	10	3	5	94.6
Male are given more opportunities and privileges when it comes to business than female	91	221	8	2	7	94.9
Man’s ego naturally makes them wants to be in charge and thus forces their wife to stay home	166	145	7	3	8	94.6

*Field survey 2022*

The study investigated the factors responsible for the differences in gender among entrepreneurs and revealed that females are limited by family responsibilities such as childbearing, house chores, etc (85.7%). The study further revealed that Nigerian society limits female social networking that would have enhance business opportunities for them compare to male (93.9%); In some culture, female are expected to focus in the house while the male are to face the field (94.6%); Male are given more opportunities and privileges when it comes to business than female

(94.9%); and finally, Man’s ego naturally makes them wants to be in charge and thus forces their wife to stay home (94.6%). This result is consistent with the findings by Aidis and Estrin (2014) who also revealed some factors of gender differences in entrepreneurial performance including differences in the business environment, personal characteristics, cultural values, attitudes towards risk, and social network.

**RQ3b: What needs to be done to promote gender-neutral entrepreneurship in Africa?**

**Table 5** The respondent’s opinion on What needs to be done to promote gender-neutral entrepreneurship in Africa

STATEMENTS	SA	A	UN	D	SD	% in agreement
Female entrepreneurs should be encouraged	127	142	43	10	7	81.8
There should be funds/grants for any female with an innovative business idea that is worth investing on	125	170	26	4	4	89.7
The poor mentality that makes people see males as superior to females should be stopped	142	118	35	30	2	79.1
Equal rights and opportunities should be given to both males and females in business	125	170	26	6	2	89.7

*Field survey, 2022*

The final section looks at the different propositions meant to bridge the gap between male and female entrepreneurship in Africa as a whole, and Nigeria specifically. The participants in the study support that Female entrepreneurs should be encouraged (81.8%); There should be funds/grants for any female with an

innovative business idea that is worth investing in (89.7%); The poor mentality that makes people see male as superior to female should be stopped (79.1%); and Equal right and opportunities should be given to both male and female in business (89.7%).



## Test of hypothesis

### ANOVA

Sources of variation	Sums of Squares (SS)	df	Means Squares	F	Sig.
Between treatments	9.139	1	0.004	8.036	.000
Number	10.654	5	4.327	9.984	.011
Performance	13.547	8	3.014	23.907	.001
Resource availability	16.764	8	2.132	28.876	.031
Business sustainability	34.832	9	32.046	35.896	.899
Within	117.441	297			
<b>Total</b>	<b>202.377</b>	<b>328</b>			

The ANOVA test indicated a high F-value (8.036) and a low P-value (0.000). The P-value is less than the significant value (0.05). As a result, we reject the null hypothesis which states that there is no significant difference between male and female entrepreneurs in terms of number (p-value = 0.011), the performance of the business (p-value=0.001), and availability of resources (p-value =0.031) which in each case is less than the significant level (0.05). Thus, we reject the null hypothesis. This implies that there are gender differences in entrepreneurs in Africa generally, and Nigeria specifically in terms of number, the performance of the business, as well as availability of resources. However, the null hypothesis was accepted in the case of business sustainability indicating that there is no significant difference between a male and female entrepreneur in terms of their ability to manage the business to sustainable growth.

## Discussions

The first objective that investigated the extent to which gender equality enhances sustainable development in African entrepreneurship revealed that if given the chance, females have the advantage of a larger population when compare to males. This implies that if females are given equal opportunities and rights to participate in entrepreneurship, they will enhance sustainable development in Africa. The result of the study indicates that entrepreneurship is not limited to any specific gender, class, or culture. As long as there is an innovative idea and the individual is willing to follow up with the

idea, he or she automatically becomes the entrepreneur. However, as indicated in the result from the hypothesis, in Nigeria, there is still a wide gap between female and male entrepreneurs.

The second objective of the study specifically assesses if there are significant differences between male and female entrepreneurs in terms of number, the performance of the business, business sustainability, as well as availability of resources in Africa. The result indicated that although there are several advantages of female active participation in entrepreneurship, in the context of Africa, there are still cases of gender discrimination in Africa generally, and Nigeria specifically in terms of number, the performance of the business, business sustainability, as well as availability of resources. This leads to poor participation of females in entrepreneurship. Although gender discrimination has been eradicated by law; however, there is no doubt that male domination has not yet completely disappeared, especially in entrepreneurship as male seems to still have more advantages than female (Sajuyigbe & Fadeyibi, 2017) in terms of access to material resources such as credit and property, as well as adequate and timely information, education, and modern technology (Sajuyigbe & Fadeyibi, 2017; Zin, 2017). Aidis and Estrin (2014) also found that there is a significant difference in the number of male and female entrepreneurs.

Finally, the study investigated the factors that led to the differences or otherwise. The result of this study indicated that some of these differences may be a result of certain psychological, mental, or physical issues.



For instance, the gap may be a result of education, socio-emotional skills, and management skills which are prominently male dominant as females have to stop at some point in their educational career to bear children and take care of the family. This, in part, may explain gender differences in strategic business decisions. In some countries legal systems, according to the World Bank Group (2018) report, females are not allowed to own a company. More so, some social norms in African countries do not promote women in business, which may impact how they view themselves, their aspirations, their abilities, and how others treat them (Bowles, 2012). Notwithstanding the reason, the outcome of this study has clearly indicated that although entrepreneurship is not gender specific, yet, in practice, the male gender takes the highest risks and therefore are more into creating their own businesses while female works in offices and companies rather than creating their own business.

## Conclusion and recommendations

From the analysis and discussion of this study, one can confidently conclude that gender entrepreneurship can improve sustainability in Africa given that females have a wider population. If such is added to creating business, which is the primary plague affecting national development – unemployment, and poverty will be eradicated. The study concluded that female participation in business creation (entrepreneurship) will also enhance higher productivity. It will also lead to efficient manpower development; improves the standard of living, and reduces over-dependence on one partner for all family needs which will collectively lead to sustainable development in Africa, according to this study.

Based on the data gathered the following recommendations were elicited from the study:

- Female entrepreneurs should be encouraged. This implies creating an enabling environment by the government that will allow females who are innovative and willing to compete with men in job creation and running of businesses in Nigeria and beyond.

- There should be funds/grants for any female with an innovative business idea that is worth investing on
- The poor mentality that makes people see males as superior to females should be stopped
- Equal rights and opportunities should be given to both males and females in business

## Future research implications

The current study, though proposed in Africa, was only carried out in Nigeria, thus, a future study is proposed to include other African countries like South Africa, Ghana, and a host of others in order to compare results on the impact of gender entrepreneurship on sustainable Africa development.

## Management implications

The result of the study is an eye-opener revealing the female potential in national development and sustainable entrepreneurship if given the chance to flourish. Government entities in Nigeria charged with promoting economic growth and development should track and assess the impact of women's entrepreneurship on employment rates, GDP growth, tax collections, and citizens' quality of life. This allows us a means of tracking economic expansion and bringing in the correct sorts of investment opportunities. In this approach, the best practises may be developed, preserved, and enhanced. It will also help in figuring out what factors need to be considered during business valuation and economic expansion. The Keynesian theory of employment has won widespread acceptance as the best alternative. Keynes argues that in the near run, employment is set by the area's aggregate effective demand for goods. When aggregate efficient demand is high, more jobs become available, and when it drops, fewer jobs become available. Keynes believed that low consumer demand was to blame for the economy's joblessness crisis. Therefore, an approach for lowering unemployment may include increasing the number of jobs created via women's active engagement in entrepreneurship. As such, we provide the results of our investigation as proof of the validity of this concept.



## References

- Akpodono, O. S. (2016). Female Entrepreneurship and Economic Development in South-East, Nigeria. PhD thesis of University of Nigeria
- Barrachina, F., M.; García-Centeno, M.d.C.; Calderón Patier, C. (2021). Women Sustainable Entrepreneurship: Review and Research Agenda. *Sustainability*2021, 13 (12047)1-12. <https://doi.org/10.3390/su13211204>
- Bowles, H. (2012). Psychological Perspectives on Gender in Negotiation. HKS Faculty Research Working Paper Series RWP12-046: John F. Kennedy School of Government, Harvard University
- Brixiana, Z. & Kangoye, T. (2019). Networks, Start-Up Capital and Women's Entrepreneurial Performance in Africa: Evidence from Eswatini. IZA Institute of Labor Economics, IZA DP No. 12198.
- Brusha, G. C. & Cooper. Y. S. (2012). Female entrepreneurship and economic development: An international perspective. *Entrepreneurship & Regional Development*, 24 (1/2), 1-6.
- Kalpana, R. A. (2016). The Role of Women Entrepreneurs in Establishing Sustainable Development in Developing Nations. *World Review of Business Research*, 6(1) 161- 178
- Mersha, T., & Shriram, V. (2018). Gender, entrepreneurial characteristics, and success: Evidence from Ethiopia. Wiley online Library. <https://doi.org/10.1002/tie.21984>
- Najla, S. (2015). From Invisibility to Visibility: Female Entrepreneurship in Afghanistan. [Master Thesis of University of Oregon].
- Ogujiuba, K., Ebenezer, O., Agholor, I., & Boshoff, E. (2021). Are There Gender Differences in Sustainable Entrepreneurship Indicators Amongst SMEs in South Africa? Application of MANOVA. *International Journal of Financial Research*, 12(5), 151-165.
- Sajuyigbe, A. S. & Fadeyibi, I. O. (2017). Women Entrepreneurship and Sustainable Economic Development: Evidence from South Western Nigeria. *Journal of Entrepreneurship, Business and Economics*, 5(2), 19–46.
- Urban, B., & Nonkwelo, R. P. (2020), Intra-family dynamics and succession planning in family businesses in South Africa: the daughter as a potential successor. *Journal of Family Business Management*. <https://doi.org/10.1108/JFBM-08-2020-0084>
- Vossenber, S. (2013). Women Entrepreneurship Promotion in Developing Countries: What explains the gender gap in entrepreneurship and how to close it. Maastricht School of Management Working Paper Series, (2013/08).
- World Bank (2007). Gender and Economic Growth in Tanzania. Washington, DC: Directions in Development.
- World Bank Group. (2018). Women, Business, and the Law 2018. Washington, DC: World Bank. License: Creative Commons Attribution CC BY 3.0 IGO.
- World Bank. (2013). Women's role in Afghanistan's future-taking stock of achievements and continued. The World Bank, Washington DC, Report no. ACS4474.



# Appendix

## Gender Entrepreneurship and Sustainable Development in Africa Request for information

Dear Respondent,

I am carrying out a study to examine gender entrepreneurship and sustainable development in Nigeria; and you have been chosen to be part of the study. This questionnaire is only for academic purpose; it will not be used for any other purpose not otherwise stated. Kindly select the response which applies to you. All information will be kept confidential.

### SECTION A: Demographic information

Tick (√) as applicable

- 1. Gender                      a) Male                                      b) Female
- 2. Age Group:
  - a) Less than 30 years                                      ( )
  - b) 30 but less than 40 years                                      ( )
  - c) 40 but less than 50 years                                      ( )
  - d) 50 years and above                                      ( )
- 3. How long have your business existed ?
  - a) Less than 5 years                                      ( )
  - b) 5 but less than 10 years                                      ( )
  - c) 10 but less than 20 years                                      ( )
  - d) 20 years and above                                      ( )

### SECTION B

Kindly tick the appropriate column which correctly reflects the extent to which you agree/disagree with the statements. The key to the columns are as follows:

SA= Strongly Agree, A= Agree, Un=Undecided, D= Disagree, SD= Strongly Disagree

S/N	ITEMS	SA	A	UN	D	SD
<b>RQ1</b>	<b>To what extent does gender equality enhances sustainable development in Africa entrepreneurship?</b>					
	Female entrepreneurs are more than male entrepreneurs and their participation in creating business will lead to sustainable development					
	Female entrepreneurs are patient and as such can nurture business for a long time to achieve sustainable development					
	If both male and female entrepreneurs work in par, it improves standard of living					
	Gender equality reduces over-dependence on one partner for daily bread					
	Gender equality leads to excessive development as man power is efficiently developed.					



	Gender equality leads to economic development as it enhance productivity					
	Gender equity forms a premise for all kinds of development					
<b>RQ2</b>	<b>Are there significant differences between male and female entrepreneurs in terms of number, performance of the business, business sustainability, as well as availability of resources in Africa?</b>					
	There are more male entrepreneurs than female entrepreneurs in Nigeria					
	Most female entrepreneurs are found in works with relatively low income and less stress					
	Both male and female entrepreneurs are engaged in same type of work without a care about gender					
	Only fewer female entrepreneurs own corporate firms while larger majority are petty traders					
	In Nigeria, female entrepreneurs have less professional experience when they start their business					
	Female entrepreneurs take lesser risks which impede their chances to compete favourably with male entrepreneurs					
	Female's home responsibility prevent their chances of becoming full time entrepreneurs					
	Female entrepreneurs lack financial strengths to start up a business compared to their male counterparts					
	Businesses owned and run by female entrepreneurs does better than their male counterpart					
	Female entrepreneurs have access to different business and investment social networks than male entrepreneurs					
<b>RQ3a</b>	Female-owned firms have less start-up capital than male-owned firms					
	<b>What are the factors responsible for the differences?</b>					
	Female entrepreneurs are limited by family responsibility such as child bearing, house chores, etc.					
	Nigerian society limits female social networking that would have enhanced business opportunities for them compared to male					
	In some cultures, females are expected to focus in the house while the males are to face the field					
	Male are given more opportunities and privileges when it comes to business than female					
<b>b</b>	Man's ego naturally makes them wants to be in charge and thus forces their wife to stay home					
	<b>What need to be done to promote gender neutral entrepreneurship in Africa?</b>					
	Female entrepreneurs should be encouraged					
	There should be fund/grants for any female with innovative business idea that is worth investing on					
	The poor mentality that makes people see male as superior to female should be stopped					
	Equal right and opportunities should be given to both male and female in business					