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A multination study on women entrepreneurs response to Covid-19 in crisis in the global south: a feminist perspective.

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2023

A Multination Study on
Women Entrepreneurs
response To Covid-19 In Crisis
in the Global South: A feminist
Perspective



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Literature Review

- No global crisis has shocked the world economy in terms of supply and demand, as COVID-19 as, in terms of its intensity and impact.
- Businesses must adapt their business models during crises and shocks.
- This is particularly challenging for women entrepreneurs whose businesses are vulnerable to economic meltdowns and shutdowns, such as the COVID-19 global pandemic necessitated.

Aim/Objectives/research questions

The objective of this study is to explore the gendered approach to crisis management by investigating women entrepreneurs' crisis responses across seven SSA.

How gendered is crisis in Sub-Saharan African countries and what impact does it have on women entrepreneurs.

The methodological framework for this study

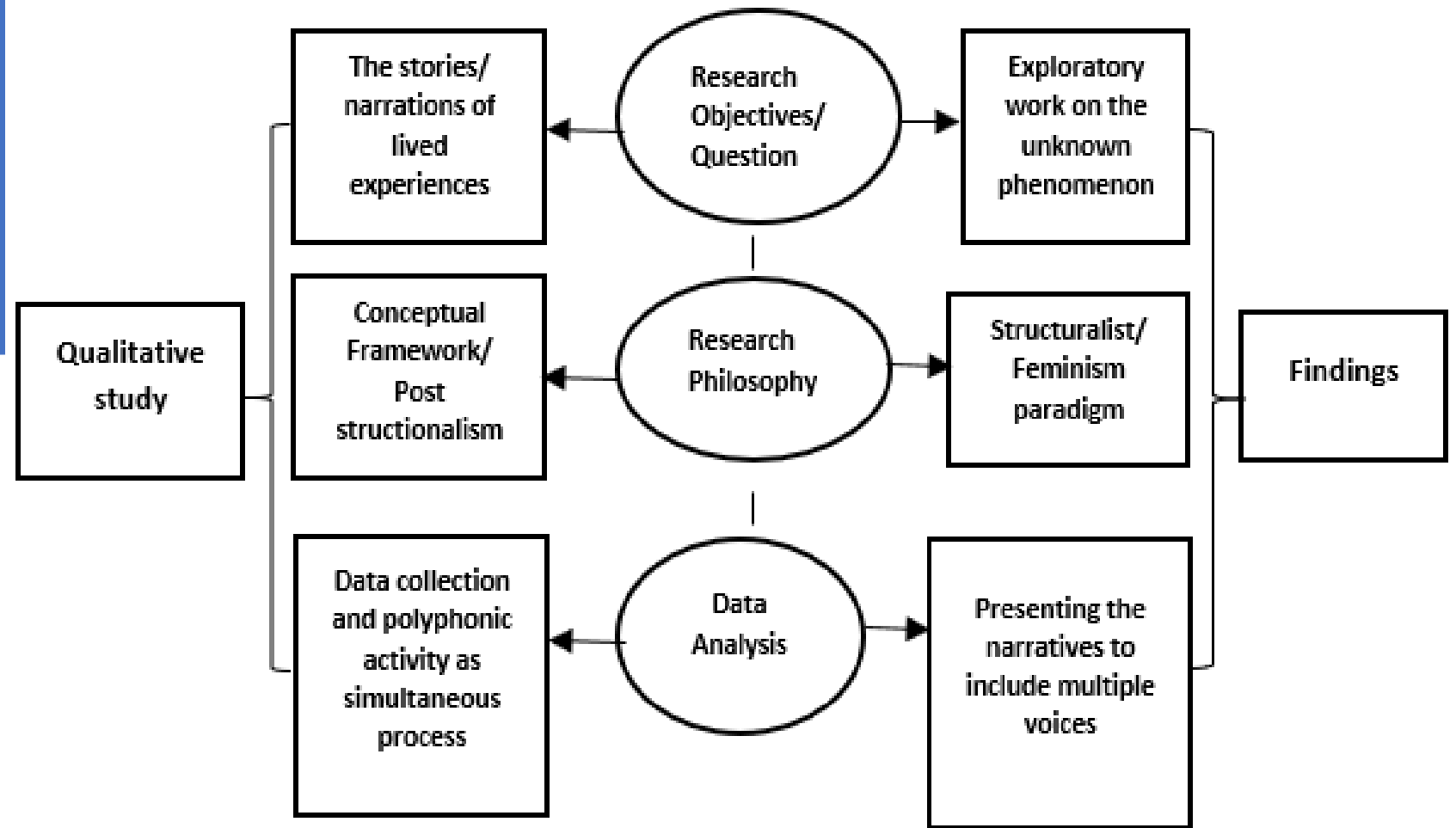


Figure 1: The Methodological Framework for this study

Key results and findings

The findings from suggests that depending on the nature of the crisis, it can present both an opportunity and a risk for women entrepreneurs.

The Intersection of Crisis Type and Gender: Communal Traits versus Agentic Traits in Crisis Response. See figure 2

Think Manager -Think Male versus the Think Crisis Think Female Stereotypes. See figure 3

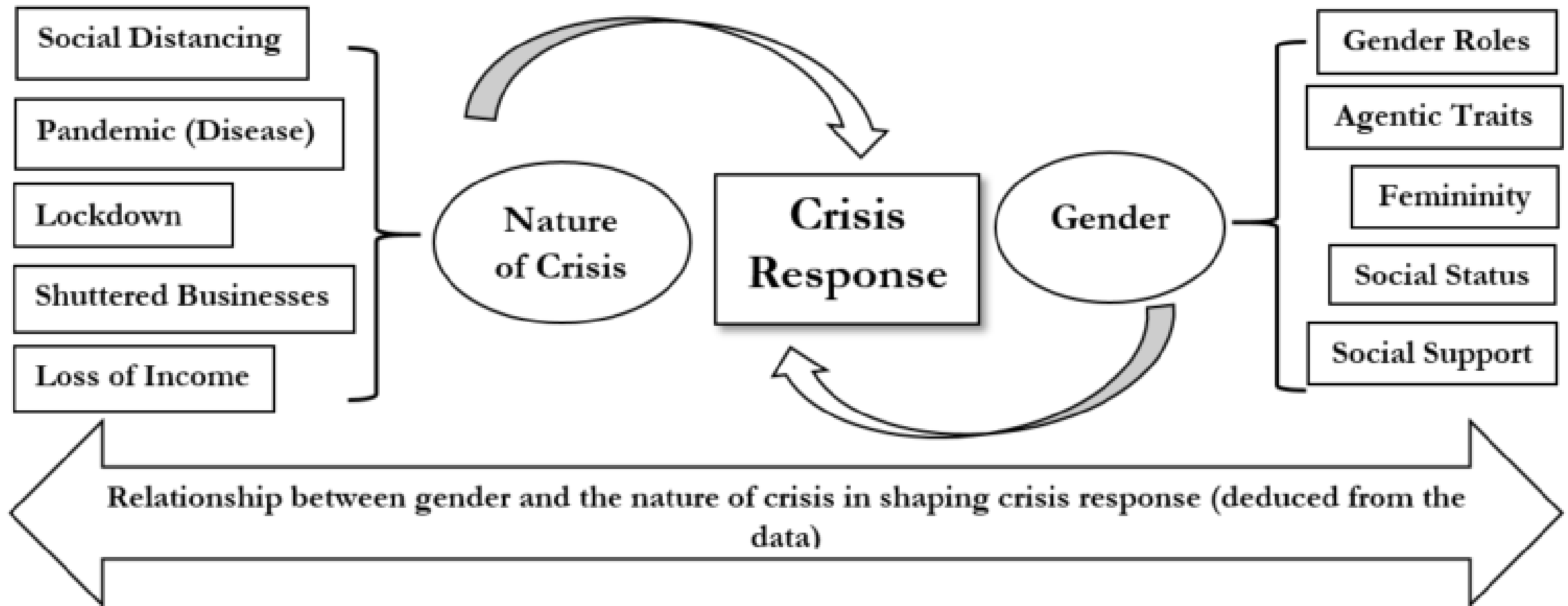


Figure 2: Intersecting factors that impact Women’s Response to Crisis

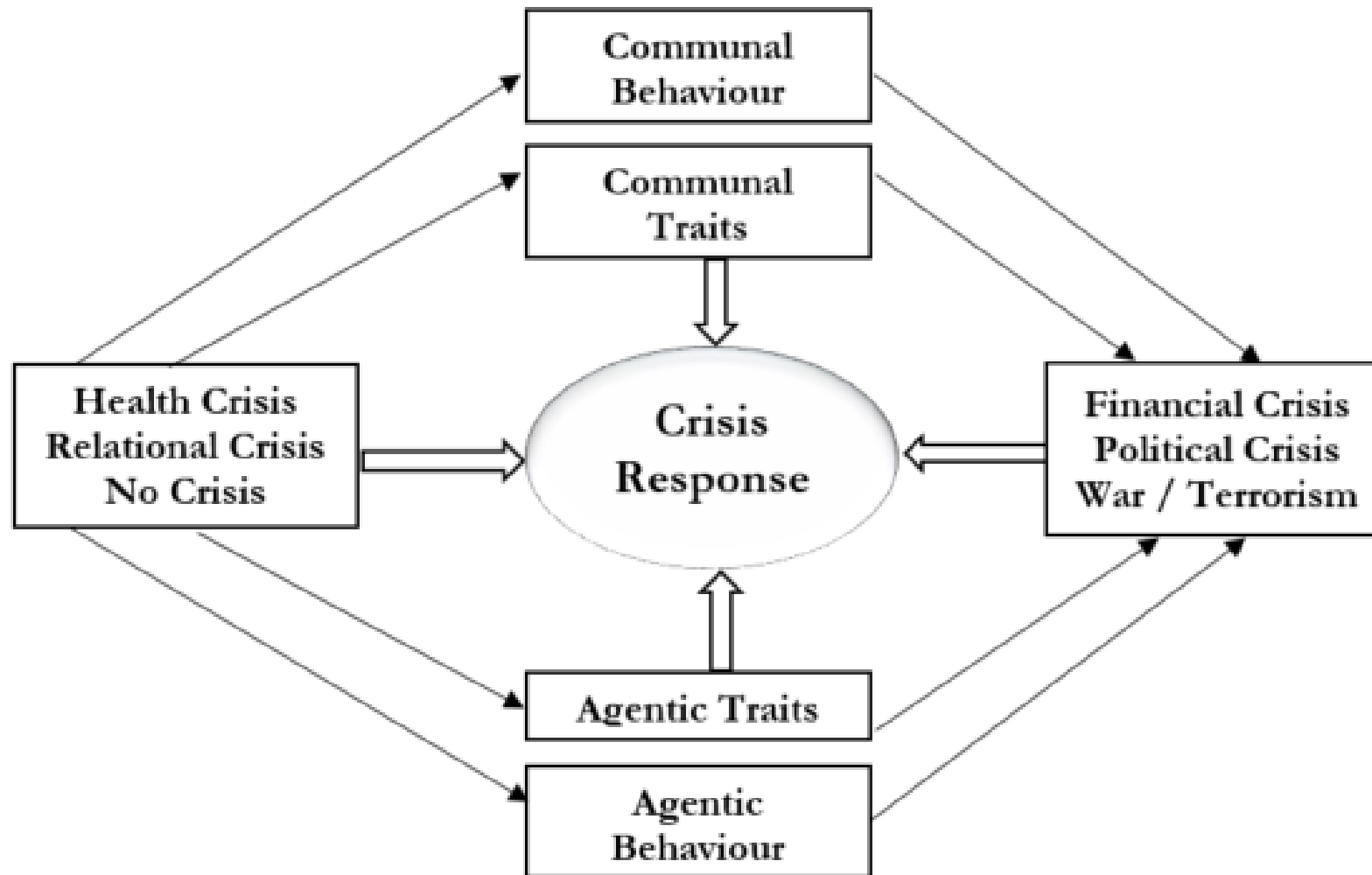


Figure 3: Effects of socially Constructed Gender Traits/Behaviours on Crisis Typology

Contribution to research and practice

Theoretical
contribution: resilience
of women in relation to
the type of
entrepreneurship crisis
e.g COVID health
pandemic

Policy may be
adapted to support
appropriate crisis
response in relation
to the nature of
crisis

Providers of training
on women's
empowerment could
introduce an
adapted model of
STEM education that
is gender-sensitive.

Policy may be
amended to provide
specific support for
women
entrepreneurship
within the African
context during crisis