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Gender Equality Impediments towards Sustainable, Digital, Innovative and Transformative Entrepreneurship Development within the SADC Region: A Case Study of Botswana.

Abstract:

Entrepreneurship is identified as an economic and human development strategy within the Southern African Development Communities (SADC). However, the SADC sustainable gender equality development is yet to be fully explored. Gender inequality entrepreneurship practical articulation and growth, remains problematic. This research explored gender equality entrepreneurship impediments and causative factors and how they are being practically addressed in Botswana as part of the SADC region. Methodologically, interpretive, inductive, qualitative and thematic analytical research processes and procedures, were applied in two phases. Research findings highlight cultural, financial, managerial, globalisation, sustainability, digital, innovative and transformation issues as gender equality entrepreneurship impediments. The impediment causative factors demonstrate Inadequate analysis and implementation of viable entrepreneurship development strategies. Consequently, women entrepreneurs are still struggling to succeed. The research recommendation generated an innovative and transformative sustainable gender equality entrepreneurship theoretical model. Future research will be test and apply it to enhance gender entrepreneurship project development.

Biography

Faith Samkange, and I achieved my MSc in Hospitality and Tourism Management in Canada. My PhD was accomplished at the University of Derby in the United Kingdom in 2008. I am a senior lecturer in the Contemporary Centre for Hospitality and Tourism Management. I am also involved in Businesses Management. Creating the University in the Midlands of Zimbabwe in Gweru was one of my accomplishments. I then became Hospitality, Tourism and Event Management Discipline Leader at the Midlands State University in Zimbabwe. I was involved in a wide range of research activities in Africa regarding Gender Development and Entrepreneurship which was engaging with a wide range of countries including South Africa, Uganda, Kenya and Nigeria.