



*This series of Research Group Fact sheets shows ongoing research projects related to INCLUDE, the Knowledge Platform on Inclusive Development Policies*

## Identifying pivotal barriers to dynamic entrepreneurship among rural and female entrepreneurs

Entrepreneurship in Sub-Saharan Africa typically remains at the level of small-scale subsistence activities. The research project 'Changing the mindset of Ugandan entrepreneurs: from Muppets to Gazelles' is investigating the conditions under which entrepreneurs become more dynamic so that small businesses grow. Dynamic entrepreneurship is necessary to make employment more productive and to stimulate growth. While dynamic entrepreneurship is occurring in Uganda's urban areas, rural businesses are not breaking out of their current static context that does not encourage innovation or the adjustment of entrepreneurial networks. This project is focusing on rural and female entrepreneurs who are being confronted with significant barriers to dynamic entrepreneurship.

### Main question

- How can the Ugandan Investment Authority (UIA) and the Uganda Women Entrepreneurs Association Limited (UWEAL) further develop their training, advice and assistance services to foster dynamic entrepreneurship, mainly among rural women?
- What new knowledge for the creation of motivational training and manuals that include the management of cultural barriers, and social networking (including social media use) is relevant for achieving this?

### Consortium led by

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### Consortium

- Eindhoven University of Technology, the Netherlands
- Leuphana University, Germany
- Makerere University Business School, Uganda
- Uganda Investment Authority, Uganda
- Uganda Women Entrepreneurs' Association, Uganda

### Country focus

- Uganda

### Planned activities

- Mixed-method approach including a cross-sectional survey of 800 entrepreneurs and a longitudinal survey of 300 entrepreneurs, ethnographic research and a field experiment related to social networking on a digital platform.
- Introduction of two resource centres that will enable local entrepreneurs to use the Internet and social media (as part of the field experiment).
- Knowledge-sharing through participant workshops, radio broadcasts and policy briefs.
- Publication of the research findings in a handbook entitled 'Innovate and break your business barriers'.
- Publication of accompanying training manual and assessment tools to be used in trainings at the Uganda Investment Authority and the Uganda Women Entrepreneurs Association.
- Training the trainers of these organisations.