TOWARDS GENDER EQUITY IN SPORTS: INSIGHTS INTO THE UNDER-REPRESENTATION OF WOMEN IN SPORTS LEADERSHIP IN KENYA

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This study was conducted to establish the extent to which social, economic, political and cultural factors contribute to gender inequity in sports leadership in Kenya. Additionally, the study investigated the extent to which these very factors could be addressed in enhancement of women representation in sports leadership. A random sample of 180 sports administrators and participants (72 females and 108 males) completed the questionnaire. Descriptive statistics, t-test and ANOVA (both at 0.05 level of significance) were used to analyze the data. The findings indicated that inadequate financing of women training in sports (economic factor); the belief that women cannot lead men (cultural factor); lack of women role models in sports leadership (social factors); and women’s failure to use their own networks to help females get jobs (political factor) were the main respective factors leading to gender inequity in sports leadership. In all of these factors (social, cultural, political and economic), the economic factors stood out as the main impediments to women’s provision of leadership in sports, which need to be addressed adequately so as to enhance women representation in sports leadership. Further recommendations were thus made with respect to addressing the remaining factors.