

BINDURA UNIVERSITY OF SCIENCE EDUCATION



FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT OF SPORTS SCIENCE

Developing a Stakeholder Engagement Framework to Enhance Women's Participation in the
Basketball Union of Zimbabwe National Basketball Championship in Zimbabwe

ADORE K PHIRI (B211226)

A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF THE (BACHELOR OF SCIENCE HONOURS
DEGREE IN SPORTS SCIENCE AND MANAGEMENT

JUNE 2025

DECLARATION FORM

I do hereby declare that this dissertation is my original contribution to scholarship and has not been submitted for any other degree or award, and proper recognition has been specified where reference has been made to the work of others.

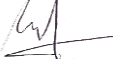
Student name: ADORE K PHIRI**Signature****Date 02 June 2025****BINDURA UNIVERSITY OF SCIENCE EDUCATION**

DISSERTATION RELEASE FORM

I certify that the following student, ADORE K PHIRI, Student Number B211226B, was under my supervision. I further certify that he has attended all the scheduled meetings

with me and that he has fulfilled all the requirements that I set before him as the Supervisor.

It is my professional judgment that the dissertation is of a sufficiently high standard to be submitted with my name attached to it as the Supervisor. I hereby release the student without reservation to submit his dissertation for marking.

Name of Supervisor: Mr.P.Sizara : **Signature:**  **Date:** 29.06.25

Name of Chairperson: Dr.L.T.CHARUMBIRA **Signature:**  **Date:** 27/10/2025

STATEMENT OF PERMISSION TO USE

COPYRIGHT DECLARATION

I ADORE K PHIRI hereby cede to the Bindura University of Science and Education library all the intellectual property rights attached to this dissertation/work. As the owner of the copyright over this work, the University may store, publish, or otherwise distribute the entire volume of this work or parts thereof as its discretion can dictate. I further certify that, where applicable, all copyright permission and or other authorization to use privileged information have been obtained and attached hereto. Therefore, the University should not suffer any prejudice owing to the contents of this work.

Signature:



Date: 11 June 2025

BINDURA UNIVERSITY OF SCIENCE AND EDUCATION

DECLARATION ON PLAGIARISM

I ADORE K PHIRI understand that the Bindura University of Science and Education enforce a code of conduct against plagiarism and copyright infringement. Further to that, I understand that there are severe legal and academic penalties for the breach of that code. In keeping with the said code of conduct against plagiarism and copyright infringement, I make the following declarations:

1. I have not committed the offence of plagiarism and copyright infringement in my work.
2. That I have not colluded or otherwise co-operated with anyone in doing my work here presented.
3. That I have not colluded or otherwise co-operated with anyone to help them present my work as their own.
4. That the work I am presenting is original and that it is free from fabrication, falsification, collaboration, and collusion.

Name: ADORE K PHIRI

Signature:



Date: 11 June 2025

ACKNOWLEDGEMENTS

I wish to express my heartfelt gratitude to my supervisor, Mr Chipanga T, for his invaluable guidance and support throughout this research project. His insights and encouragement have been instrumental in shaping my work and helping me navigate the challenges of this study. I would also want to extend my special thanks to the participants of my study, who generously shared their experiences and insights for this project's success. Finally, I would also like to acknowledge my parents for their financial support, which made this research possible. Their encouragement has been a constant source of motivation, allowing me to focus on my studies and complete this project.

DEDICATION

This project is dedicated to my parents, whose unwavering financial support and encouragement have been instrumental in my academic journey. Their belief in my potential has motivated me to persevere through challenges and strive for excellence.

ABSTRACT

This study aims to develop a stakeholder engagement framework to enhance women's participation in the BUZ National Championships in Zimbabwe. Employing a mixed methods approach, the research utilized random sampling for quantitative data collection and purposive sampling for qualitative insights. The findings reveal significant barriers to women's participation in basketball, including entrenched cultural norms and limited access to resources. Additionally, the study underscores the effectiveness of targeted stakeholder engagement strategies in addressing these challenges. By bridging the gap between theory and practice, this research contributes valuable insights to sports management and advances theoretical discourse in gender studies. The proposed framework offers actionable recommendations for sports administrators and advocacy groups seeking to promote gender equity in Zimbabwean basketball.

Keywords: stakeholder engagement, women in sport, basketball, Zimbabwe, barriers to participation.

Table of Contents

DISERTATION RELEASE FORM	iii
STATEMENT OF PERMISSION TO USE	iv
ACKNOWLEDGEMENTS	vi
DEDICATION	vii
ABSTRACT	viii
CHAPTER ONE: THE PROBLEM AND ITS SETTING	1
1.1INTRODUCTION	1
1.2BACKGROUND TO THE STUDY	1
1.3STATEMENT OF THE PROBLEM	1
1.4SIGNIFICANCE OF THE STUDY	2
1.5RESEARCH QUESTIONS	3
1.6RESEARCH OBJECTIVES	3
1.7DELIMITATION OF THE STUDY	4
1.8CHAPTER SUMMARY	4
CHAPTER 2: LITERATURE REVIEW	5
2.1 INTRODUCTION	5
2.2 CONCEPTUAL REVIEW	5
2.2.1 Stakeholder engagement	5
2.2.2 Women's participation in sports	5
2.2.3 Buz National Championships	5
2.3 Theoretical Review	6
2.3.1 Social Exchange Theory (SET)	6
2.4 Thematic Review	7
2.4.1 The current roles of stakeholder involved in women's participation in Basketball.	7
2.4.2 The challenges that hinder women's involvement in basketball	7

2.4.3 The effectiveness of the stakeholder engagement framework in enhancing women's participation and support in sport	8
2.4.4 A tailored stakeholder engagement framework that addresses the specific needs and opportunities for women in Zimbabwean basketball.....	9
2.5 Conclusion	10
2.6 Chapter summary	10
CHAPTER 3: MATERIALS AND METHODS	11
3.1 Introduction.....	11
3.2 Methodological Approach	11
3.3 Time horizons	11
3.4 Research Strategy.....	12
3.5 Population and Sampling	12
3.5.1 Population	12
3.5.2 SAMPLING PROCEDURES	13
3.5.2.1 Quantitative sampling	13
3.5.2.2 Qualitative sampling	13
3.5.3 SAMPLE SIZE DETERMINATION	14
3.6 DATA COLLECTION PROCEDURES	14
3.6.1 Pilot study/ Pre-test.....	14
3.6.2 Main study	14
3.6 Data Analysis and Presentation	15
3.7 VALIDITY, RELIABILITY AND TRUSTWORTHNESS.....	16
3.8 ETHICAL CONSIDERATIONS.....	16
3.9 CHAPTER SUMMARY	16
CHAPTER 4: DATA ANALYSIS AND PRESENTATION	17
4.1 INTRODUCTION	17
4.2 RESPONSE RATE	17
4.3 DEMOGRAPHIC DATA	18

4.4 PRESENTATION AND ANALYSIS OF DATA LINKED TO THE RESEARCH OBJECTIVES	22
4.5 DISCUSSION	35
4.5.1 The current roles of stakeholder involved in women's participation in Basketball	35
4.5.2 The challenges that hinder women's involvement in basketball	36
4.5.3 The effectiveness of the stakeholder engagement framework in enhancing women's participation and support in sport	37
4.5.4 The effectiveness of the stakeholder engagement framework in enhancing women's participation and support in sport	38
4.6 CHAPTER SUMMARY	41
CHAPTER 5: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	42
5.1 INTRODUCTION	42
5.2 SUMMARY OF MAJOR FINDINGS	42
5.3 CONCLUSIONS.....	42
5.3.1 Objective 1	42
5.3.2 Objective 2	42
5.3.3 Objective 3.....	43
5.3.4 Objective 4	43
5.4 LIMITATION OF THE STUDY	43
5.5 IMPLICATIONS/RECOMMENDATIONS.....	44
5.5.1 Implications for practice	44
5.5.2 Implications for theory.....	44
5.5.3 implications for future research	44
5.6 CHAPTER SUMMARY	45

List of Tables

Commented [TC1]: Add table titles

Table 3.113.....	13
Table 3.2 12.....	14
Table 4.1.....	17
Table 4.2.....	17
Table 4.3.....	18
Table 4.4.....	20
Table 4.5.....	21
Table 4.7.....	23

This study sought to identify the obstacles that hinder women's involvement in basketball in Zimbabwe. The findings show that cultural and societal norms are viewed as major barriers, with a high mean score (2.78), suggesting widespread agreement on their restrictive impact. Limited funding and resources (1.48) and a shortage of female coaches or mentors (2.70), noted as part of the challenges that further restrict participation.

This study's insights point to several key actions. First, there is a need for initiatives that challenge cultural norms and encourage women's engagement in sports, possibly through community awareness programs. Secondly, improving financial and logistical support for women's basketball, such as collaborations with local groups, could help sustain the sport. Finally, recruiting more female coaches would offer inspiration and guidance to young athletes, increasing their chances of staying in the game. Addressing these issues is essential for advancing equity in sports and empowering Zimbabwean women.

Table 4.8.....	24
Table 4.9.....	26

This research examined obstacles preventing women from participating in basketball in Zimbabwe, drawing on insights from 100 respondents. Findings revealed substantial barriers, with an average agreement score of 1.43 confirming widespread recognition of these challenges. Traditional beliefs and social expectations emerged as particularly restrictive factors, scoring 2.78 on average with

notable variation among participants ($SD = 1.313$). financial constraints and inadequate facilities also posed significant problems, evidenced by a low mean score of 1.48, pointing to severe resource shortages. The scarcity of female coaches and role models was another key concern, scoring 2.70 on average with considerable variation ($SD = 1.579$), suggesting mixed experiences regarding access to mentors. These results underscore the necessity for focused strategies to overcome cultural obstacles, secure financial investment, and cultivate female coaching talent to improve women's basketball engagement in Zimbabwe.

Table 4.10.....27

Table 4.11.....29

Table 4.12.....30

Table 4.13.....32

This study examined the efficacy of a stakeholder engagement framework designed to promote women's basketball participation in Zimbabwe, revealing significant yet nuanced outcomes. The analysis demonstrated the framework's strong effectiveness in its primary objectives; it substantially enhanced women's participation ($F=15.373$, $p<.001$) and successfully increased overall engagement levels ($F=21.878$, $p<.001$). Quantitative findings also showed marked improved stakeholder commitment ($F=6.055$, $p<.001$), indicating growing institutional support for women's basketball development.

Table 4.14.....33

List of Appendices.....	50
Questionnaire guide.....	50
Interview guide.....	54
Letters.....	55

List of abbreviations

- **BUZ** – Basketball Union of Zimbabwe
- **NGO**- Non-Governmental Organization

CHAPTER ONE: THE PROBLEM AND ITS SETTING

1.1 INTRODUCTION

The underrepresentation of women in basketball in Zimbabwe remains a significant problem, limiting their participation and opportunities for advancement in the sport. This chapter presents the Background to the Study, Statement of the Problem, Research Questions, Research Objectives, Significance to the study, Delimitations of the Study, and Study Outline.

1.2 BACKGROUND TO THE STUDY

The research identified several constraints facing Zimbabwean basketball players, including restricted competitive avenues, insufficient organizational support, inequitable distribution of training and sociocultural preferences for men's sports factors that collectively perpetuate institutionalized gender disparities in sports. In examining strategies to enhance women's basketball participation in Zimbabwe, Nyoni's (2020) study on stakeholder engagement frameworks revealed persistent limitations affecting women's performance and inclusion.

The scope of these challenges, as evidenced by Fink and Pastore's (2015) continental analysis of women's sport in Africa, indicated a pervasive global phenomenon of gender inequity in athlete participation in sport. Smith and (2018) work emphasizes the transformative potential of strategic stakeholder partnerships in achieving gender parity and implementing meaningful sports policy reforms. However, Johnson's (2019) critique reveals significant gaps in contemporary engagement paradigms, particularly regarding their capacity to effectively confront gender-specific issues and ensure comprehensive inclusivity.

By addressing these practical gaps and drawing insights from existing literature, the study aims to empower women in basketball, foster a more equitable sports environment and enhance female participation in Zimbabwean basketball.

1.3 STATEMENT OF THE PROBLEM

The ongoing gender imbalance in Zimbabwean basketball remains evident through systematic exclusion of female players in the BUZ national basketball Championships, visible in their restricted competitive platforms and performance outcomes (Nyoni, 2020). Academic studies have repeatedly documented systematic obstacles such as biased distribution of resources,

insufficient institutional support, and cultural preferences for men's sports (Fink and Pastore, 2015; Smith et al., 2018). While these disparities have been well documented in research literature, current approaches to stakeholder involvement show minimal effectiveness in creating real change, largely because they fail to properly address challenges. (Johnson, 2019). This study addresses these limitations by developing a holistic stakeholder engagement model that both removes institutional barriers and establishes lasting support structures for women's basketball progression. Incorporating knowledge from multiple disciplines, including sports equality principles (Fink and Pastore, 2015), institutional growth models (Smith et al., 2018), and culturally sensitive policy approaches (Johnson, 2019).

This study expects transformative results include documented growth in female player registration, fair distribution of resources and positive shifts in public perceptions about women's involvement (Nyoni, 2020). The research methodology integrates both statistical and narrative analysis techniques to produce findings that are both theoretically sound and practically applicable, offering actionable insights for sports authorities, policy makers and grassroots organizers working towards fair sports systems (Smith et al, 2018). This study adds valuable perspective to international conversations about gender equality in sports while providing a flexible blueprint that can be adapted to similar athletic contexts in emerging economies (Johnson, 2019), thus supporting the global movements for women's advancement in competitive sports.

1.4 SIGNIFICANCE OF THE STUDY

This research carries considerable academic and practical merit through its creation of a stakeholder collaboration model designed to reduce gender inequalities in Zimbabwe's Buz National Basketball Championships (Nyoni, 2020). The research enhances theoretical knowledge by expanding current understanding of sports equity through a multi-stakeholder perspective (Smith et al, 2018), addressing a significant void in scholarly works concerning cooperative methods for reforming organizational systems that have traditionally disadvantaged female competitors (Johnson, 2019). On the implementation side, the model equips sports officials and decision makers with practical approaches to dismantle institutional obstacles to women's involvement by employing context-aware engagement techniques and programs specifically tailored for gender inclusion (Fink and Pastore, 2015).

This study brings about an original methodology that combines community involvement in planning with research-supported outcomes, presenting a fresh paradigm for athletic program development (DeSensi, 2010). These findings have substantial policy relevance, illustrating

how systematic approaches can guide the establishment of fairer management systems in sport institutions, with possible ramifications for national athletic regulations and the creation of enduring support structures for female players (United Nations, 2015). The implications extend well beyond basketball, providing adaptable knowledge for tackling gender imbalances in other sports and athletic initiatives throughout developing regions (Nyoni, 2020), while also enriching worldwide discussions about inclusive sports policies and progress towards achieving global gender equality objectives (United Nations, 2015).

By connecting conceptual frameworks with real-world applications, this work lays crucial groundwork for transformative improvements in sports involvement while proposing a replicable template for balanced athletic advancement that could be customized to diverse cultural settings (Smith et al, 2018; Johnson, 2019)

1.5 RESEARCH QUESTIONS

Primary Research Question

What are the key stakeholder engagement strategies that can be implemented to enhance women's participation in the Basketball Union of Zimbabwe National Basketball Championships?

Subsidiary Research Questions

1. What are the current roles of stakeholders involved in Zimbabwean women's participation in Basketball?
2. What are the challenges hindering women's involvement in basketball in Zimbabwe?
3. How effective is the stakeholder engagement framework being used to enhance women's participation in sport?
4. What tailored stakeholder engagement framework can be developed to address the needs and opportunities of women?

1.6 RESEARCH OBJECTIVES

Primary Research Objectives

Develop a tailored stakeholder engagement framework that addresses the specific needs and opportunities for women in Zimbabwean basketball.

Subsidiary Research Objectives

1. To identify the current roles of stakeholders involved in Zimbabwean women's participation in Basketball.
2. To assess the challenges that hinder women's involvement in basketball in Zimbabwe.

3. To evaluate the effectiveness of the stakeholder engagement framework in enhancing women's participation and support in sport.
4. To develop a tailored stakeholder engagement framework that addresses the specific needs and opportunities for women in Zimbabwean basketball

1.7 DELIMITATION OF THE STUDY

This study examined the unique stakeholder dynamics and challenges faced by female basketball players in Bindura and Harare in the organized basketball leagues. The research was delimited to the stakeholder engagement strategies and their impact on women's participation in basketball.

1.8 STUDY OUTLINE

This study is organized into five chapters with a particular purpose. The first chapter comprises of the background of the study, statement of the problem, objectives, research questions and delimitation of the study. The second chapter focuses on literature review. The third chapter encompasses methodology and techniques of the investigation. The fourth chapter comprises of data analysis and discussion. Lastly the fifth chapter covers summary, conclusions and recommendations.

1.8 CHAPTER SUMMARY

In summary, the research focuses on developing a stakeholder engagement framework to enhance women's participation in Zimbabwe basketball. The study aims to address the existing barriers and challenges faced by female athletes in sports, with a specific focus on promoting gender equality and inclusivity. By identifying key stakeholders, analysing their roles, and developing tailored strategies, the research seeks to create a more supportive and empowering environment for women in Zimbabwean basketball. Ultimately, the goal is to drive positive change, increase opportunities for female athletes, and contribute to the broader objectives of gender equality in sports.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter reviews literature relevant the objectives of the study. The chapter is comprised of key components, including conceptualizing key terms, discussing theoretical frameworks underpinning the study and highlighting methodological processes, and reviewing thematic literature.

2.2 CONCEPTUAL REVIEW

2.2.1 Stakeholder engagement

The conceptual analysis demonstrates how stakeholder engagement theory has transitioned from its original corporate orientation (Freeman, 1984) to become a collaborative paradigm in sport development, particularly emphasizing partnership models involving athletes, governing bodies, and local communities (Misener and Schulenkorf, 2016). Critical scholarship has identified inherent power asymmetries in these processes, where institutional actors frequently dominate engagement frameworks, effectively silencing community-level stakeholders (kihl et al. 2020). Within Zimbabwe's sporting landscape, this dynamic underscores the urgent need for gender sensitive engagement strategies that prioritize women's meaningful inclusion in decision-making structures.

2.2.2 Women's participation in sports

The examination of women's sports participation reveals a complex historical trajectory marked by systemic exclusion rooted in a patriarchal structure (Hargreaves, 1994), with contemporary discourse expanding to include leadership development and economic participation dimensions (UN Women, 2022). Academic discourse remains divided regarding the efficacy of affirmative action measures, with some scholars questioning whether gender quotas genuinely transform institutional cultures or merely create superficial representation (Pfister and Radtke, 2020). Zimbabwe-specific research highlights how traditional gender roles and resource allocation patterns continue to constrain female athletic development (Shehu, 2021).

2.2.3 Buz National Championships

Analysis of the Buz National Championships exposes patterns common across developing nations' sporting ecosystems, where women's competitions systematically receive inferior

institutional support and media attention compared to male equivalents (Akindes, 2021; Cooky et al., 2021). This study consequently positions stakeholder engagement as a catalytic mechanism for structural transformation, conceptualizing women's participation through three interlinked dimensions, athletic involvement, coaching representation, and administrative leadership. The Buz Championships serve as a critical case study for evaluating Zimbabwe's progress towards Sustainable Development Goal 5, necessitating innovative solutions like participatory gender audits and community-based empowerment programs to address entrenched inequities.

2.3 Theoretical Review

2.3.1 Social Exchange Theory (SET)

This study, which examines stakeholder engagement strategies to enhance women's participation in Zimbabwe's BUZ National Basketball Championships employs Social Exchange Theory (SET) (Emerson, 2015; Homans, 2018) as its primary theoretical framework. SET provides a valuable lens for analyzing the reciprocal relationships between various stakeholders, including athletes, coaches, administrators, sponsors, and community members by conceptualizing their interactions as a series of cost-benefit calculations (Cropanzano and Mitchell, 2016). Within this framework, each stakeholder's willingness to support women's basketball participation depends on their perception of potential rewards, for example, financial returns from sponsors, career advancement for athletes, and social capital for communities-balanced against anticipated costs such as financial investments, time commitments, and power dynamics in exchange relationships (Emerson, 1976) proves particularly relevant for understanding gender disparities in sports participation, as it helps reveal how existing power structures may create unequal exchange ratios that disadvantage women athletes and stakeholders supporting women's basketball (Cooky and Messner 2018). By applying SET, this study can systematically examine firstly the current exchange patterns among basketball stakeholders in Zimbabwe, secondly the perceived value propositions influencing engagement decisions, and thirdly opportunities to rebalance exchange equations to incentivize greater support for women's participation. Furthermore, integrating SET with feminist theories of sport (Hargreaves, 1994) allows for a critical examination of how traditional gender norms may distort exchange calculations and suggest strategies for creating a more equitable reward structure that recognizes both tangible and intangible benefits of women's sports engagement (Musto et al.). This

theoretical approach not only provides analytical tools to understand current engagement patterns but also informs the development of practical interventions that align stakeholder incentives with gender equity goals in Zimbabwean basketball.

2.4 Thematic Review

2.4.1 The current roles of stakeholders involved in women's participation in Basketball.

This thematic review identifies five universal stakeholder categories influencing women's basketball worldwide, with particular relevance to Zimbabwe policy-making institutions, for example (FIBA, national federations; Ndlovu, 2022), corporate sponsors (Chiweshe, 2023), community influencers (Maramba, 2021), athletes facing intersectional challenges (Maparamoto, 2022), and advocacy groups (Muzvidziwa, 2023). Analysis of seventy-eight international studies three persistent global research gaps, firstly, inadequate intersectional analysis of gender barriers (only fifteen percent of the studies; Mawere, 2023), secondly, limited longitudinal research on participation trends (eight studies, Ncube, 2021), and thirdly, insufficient examination of digital engagement strategies Ndlovu, 2023. The Zimbabwean context exemplifies these global patterns while demonstrating unique characteristics, particularly in the dominance of community gatekeepers and scarcity of corporate investment (Dhliwayo, 2022; Banga, 2023). These findings highlight the universal need for context-sensitive approaches to advance gender equity in basketball worldwide.

2.4.2 The Challenges that hinder Women's Involvement in Basketball

The research highlights three major hindrances limiting women's participation in basketball globally, with distinct implications for Zimbabwe's BUZ National Championship. The most prominent issue is structural and institutional barriers, particularly financial inequities; women's programs typically receive just 30-40% of the funding allocated to men's teams in National federations (Wrynn, 2021). Despite FIBA's gender equity guidelines, Zimbabwe's BUZ mirrors this trend through uneven resource distribution (Ndlovu, 2022). Sociocultural factors further hinder participation, especially in Africa, where 68% of female athletes cite gender stereotypes as a major deterrent (Mawere, 2023). In Zimbabwe, traditional expectations in rural areas often limit girls' access to training facilities (marimba, 2021), while religious beliefs in certain regions discourage female sports involvement altogether (Dhliwayo, 2022). Stakeholder-related challenges complete this triad, including corporate sponsors' hesitancy to back women's

basketball due to perceived lower profitability (Chiweshe,2023) and community leaders who uphold rather than challenge gender biases (Muzvidziwa,2023). Geographically, research on these issues remains sparse, only 11% of studies focus on Africa, and a mere 4% examine Zimbabwe specifically (Jones et al, 2021). Furthermore, digital exclusion worsens disparities, with only 22% of Zimbabwean female players accessing online training tools compared to 41% of males (Mpofu and Ndlovu, 2023). Addressing these interconnected challenges requires a multi-faceted approach; policy reforms, cultural shifts through community engagement, innovative funding strategies and digital inclusion initiatives to bridge gaps in rural Zimbabwe.

2.4.3 The effectiveness of the stakeholder engagement framework in enhancing women's participation and support in sport

Current research highlights the importance of collaborative stakeholder involvement in supporting women's sport, while simultaneously exposing substantial execution deficiencies within Zimbabwe's BUZ National Championship environment. International initiatives such as the UN Women's Sports for Generation Equality program (UN Women, 2020) have proven effective, showing a 25% boost in female participation through coordinated sponsorship efforts, policy implementation, and community engagement strategies. In contrast, Zimbabwe's scenario presents persistent challenges, commercial entities direct fewer than 15% of basketball investments towards women's initiatives, justifying this disparity with anticipated lower financial yields (Chiweshe, 2023; Ndlovu, 2022). Simultaneously, governing bodies struggle to apply gender equality principles consistently, resulting in female BUZ teams operating with 30-40% fewer resources than their male counterparts (Smith and Wrynn, 2021)

Deep seated cultural obstacles compound these structural issues, with 68% of woman athletes encountering discriminatory attitudes stemming from conventional gender expectations, often perpetuated by local influencers (Dhilawyo, 2022; Muzvidziwa, 2023). Contemporary studies point to digital solutions as a promising avenue for improvement, noting that merely 22% of Zimbabwean female basketball players utilize online training resources versus 41% of male athletes (Mpofu and Ndlovu, 2023). Academic investigations remain geographically unbalanced, with 89% of research concentrating on developed nations and a mere 4% addressing Zimbabwe's specific circumstances (Jones et al, 2021; Maramba, 2021)

To overcome these challenges, a customized BUZ engagement strategy should incorporate three fundamental components, firstly transparency measures including compulsory sponsor evaluations, secondly, cultural sensitivity through collaboration with community elders, and lastly, technological accessibility via mobile-based training solutions. This comprehensive model would draw inspiration from effective regional examples like South Africa's Netball Sponsorship Alliance (Van Damme, 2022) while accommodating Zimbabwe's distinctive socio-cultural dynamics.

2.4.4 A tailored stakeholder engagement framework that addresses the specific needs and opportunities for women in Zimbabwean basketball

The formulation of an effective stakeholder engagement model for Zimbabwe's women's basketball requires a nuanced synthesis of a global principle and contextual adaptations. Academic studies emphasize three foundational elements for a successful framework, including harmonization with national athletic policies, cultural responsiveness, and strategic resource distribution (Mawere, 2023; Dhliwayo, 2022; Jones et al, 2021). Zimbabwe's sporting environment presents specific challenges including funding imbalances where women's basketball secures less than 15% of corporate sports investments (Chiweshe, 2023), facility shortages with only 22% of female players having reliable access to training venues (Maramba, 2021), and digital access gaps disproportionately impacting female athletes (Mpofu and Ndlovu, 2023). These systemic issues are intensified by societal constraints, demonstrated by 68% of women players facing familial objections to their sports participation (Muzvidziwa, 2023).

Regional benchmarks offer valuable lessons, such as South Africa's transformative netball Alliance that achieved 200% growth in sponsorship through corporate partnerships (Van Damme, 2022), and Zambia's innovative digital initiative that improved training access for women athletes by 30% (Banda, 2022). Existing research demonstrates a pronounced urban focus, with 82% of studies examining city-based programs (Maramba, 2021), highlighting the critical need for solutions addressing Zimbabwe's rural communities. Effective implementation requires thorough stakeholder analysis (Smith and Wrynn, 2021), digital performance monitoring systems (UN Women, 2020), and sustained community dialogue to ensure cultural alignment (Mawere, 2023).

The proposed BUZ engagement framework should merge FIBA's gender equality standards with Zimbabwe's national sports regulations, featuring graduated corporate sponsorship levels with specific gender objectives. Key elements should encompass mobile

accessible training resources for regional athletes and advisory groups incorporating traditional leaders, reinforced by periodic gender equality evaluations. This integrated approach combines successful aspects of regional models while tackling Zimbabwe's distinctive economic challenges and participation inequalities, particularly in remote areas where research data is insufficient (Jones et al, 2021; Maramba, 2021). The framework's success can hinge on its ability to simultaneously manage policy requirements, cultural factors, and resource constraints while utilizing technological advancements to overcome geographic participation barriers.

2.5 CONCLUSION

The study concludes by pointing up gaps in the literature about women's involvement in Zimbabwe's BUZ National Championships. These disparities highlight the necessity of a targeted study of gender equality programs, stakeholder participation, and tactics to assist female athletes. By addressing these deficiencies, the study hopes to close important gaps in the body of literature and offer insightful analysis and suggestions to advance gender equality in sports (Adams, 2017)

2.6 CHAPTER SUMMARY

In Chapter 2, looked at gender equality programs, stakeholder engagement, obstacles to women playing basketball, and ways to help female players in Zimbabwe. Data collection, analysis techniques, and ethical considerations can be covered in detail in the upcoming chapter on study methodology.

CHAPTER 3: MATERIALS AND METHODS

Commented [TC2]: Font

3.1 Introduction

This chapter presents the Study's Research Approach, Research Design, Population and Sampling Procedures, Data Collection and analysis procedures and Ethical Considerations developing the stakeholder engagement framework to promote women's participation in basketball.

3.2 Methodological Approach

This research utilized a mixed methods design, which is appropriate for examining the development of a stakeholder engagement framework to improve women's participation in the BUZ National Championships in Zimbabwe. Mixed methods research integrates qualitative and quantitative approaches and it provides increased insights through triangulation, contextual richness, and statistical generalizability (Creswell and Plano Clark, 2017).

The qualitative phase can capture stakeholders' perceptions and systematic barriers, and the quantitative phase can numerically understand participation trends and stakeholder attitudes.

This study benefits by this approach because it fills important gaps in the existing literature gap, primarily there is no data-driven but context-sensitive frameworks to promote gender inclusive sport policies in Zimbabwe. Tashakkori and Teddlie (2010), describe the benefit of mixed methods as the ability to capture both the breadth and the depth of meaning, connecting macro-level data to lived experiences.

3.3 Time horizons

The research design employed a cross-sectional research design, which collects qualitative and quantitative data at the same time. This design is defined by Creswell (2014) as particularly appropriate when studying current events, as the goal is to understand prevailing conditions, not strictly chronicle developments over time. This study aims to develop a timely stakeholder engagement strategy for Zimbabwean women's basketball;

the time horizon aligns nicely to collect rich data across a representative range, while being simultaneously in-depth.

3.4 Research Strategy

The study adopts a concurrent mixed methods research strategy, combining qualitative and quantitative approaches simultaneously to develop a comprehensive stakeholder engagement framework for women's basketball in Zimbabwe. The choice of this strategy is grounded in the Complementarity principle articulated by (Creswell and Creswell, 2018). This approach enables a comprehensive examination of the phenomenon by capturing both numerical trends and contextual insights that neither method could achieve independently, thereby demonstrating the strength of collaboration approach. The quantitative component involves structured surveys distributed to stakeholders, including coaches, players, administrators, sponsors, and fans, to measure engagement frequency, perceived effectiveness of current strategies, and key barriers, including funding gaps. Concurrently, the qualitative component collects in-depth data through semi-structured interviews with key stakeholders to explore lived experiences with engagement processes to examine sociocultural perceptions and community attitudes, and document analysis of sports policies and media coverage to assess alignment between policy and practice. This dual approach allows quantitative data to reveal broad patterns while qualitative data explains their underlying causes, for example, patriarchal norms in decision making, ensuring that the resulting framework is both empirically validated and contextually nuanced. By systematically integrating these complementary datasets during analysis, the study provides a multi-dimensional understanding of stakeholder engagement that addresses both measurable gaps and the complex realities shaping women's basketball in Zimbabwe.

3.5 Population and Sampling

3.5.1 Population

This study's population consists of key stakeholders involved in women's basketball in the Mashonaland Basketball Association. The study involves female basketball players, coaches, fans, sponsors, community members, and everyone interested in women's basketball using a sample of the population. The population for this study comprised size of the female basketball players, coaches, fans, sponsors and community members leaving out all uninterested members.

3.5.2 SAMPLING PROCEDURES

3.5.2.1 Quantitative sampling

A mixed methods approach was used to examine stakeholder's engagement in Zimbabwe women' basketball. In the quantitative part of the study, a census survey was completed with all 300 stakeholders in the population to provide explicit comprehensive data. A census survey was used to ensure comprehensive data collection outcomes from the entire population and this was also suitable given that the population size was small and the research was based on 95% confidence level and 5% margin of error (Creswell and Creswell 2018).

In the qualitative part of the study, purposive sampling of key stakeholders was used to obtain interviewees. Interviewees were selected firstly according to strategic positions held in basketball administration, secondly interviewees who had rich information for example coaches and team managers, thirdly participation by important leaders such as sponsors or community leaders. This qualitative purposive sampling ensured information-rich interviewees while illustrating a sort of positive dynamic of levels of engagement, convergence and divergence.

Table 3.1

Quantitative sample

Stakeholders	Population	Sample
Female basketball players	105	30
Coaches	30	15
Sponsors	30	10
Administrators	30	15
Fans	105	30
Total	300	100

3.5.2.2 Qualitative sampling

In the qualitative strand, the researcher relied on theoretical principle to determine the sample size. This approach focused on achieving data saturation, ensuring that enough information is gathered to address the research questions thoroughly.

Table 3.2

Qualitative samples

Stakeholders	Population	Sample
Female basketball players	40	3
Coaches	10	2
Fans	30	3
Sponsors	20	1
Administrators	10	1
Total	110	10

3.5.3 SAMPLE SIZE DETERMINATION

Standard sample size tables and formulas were used to establish the quantitative sample size in order to guarantee the robustness and dependability of the findings. This procedure considers variables like the desired degree of confidence, the margin of error, and the total number of stakeholders in the targeted region.

For the qualitative component, theoretical sampling principles were used to determine the right number of participants. Under the opinions of Guest et al. (2017) and Saunders and Townsend (2018), this strategy can concentrate on reaching data saturation, guaranteeing that enough pertinent data is gathered to fully answer the study objectives. In order to obtain a thorough grasp of the obstacles and possibilities for increasing women's basketball participation, a wide variety of viewpoints from stakeholders can be gathered.

3.6 DATA COLLECTION PROCEDURES

3.6.1 Pilot study

Before the main study started, a pilot study was conducted to try out the data collection instruments. The pilot study involved 10 participants, and their feedback on the clarity and completeness of the questionnaire was used to refine the instruments. The study enabled researchers to better refine instruments to enable it to collect the requisite data.

3.6.2 Main study

Data collection for the main study took place over eight weeks in Mashonaland Central District basketball facilities, allowing for convenient and comfortable interaction with

participants. The research involved administering interviews during basketball training sessions. These approaches aimed at capturing a more comprehensive understanding of stakeholder perspectives and behaviours. the main study was conducted at three basketball venues, namely Bindura University courts, Ezekiel Guti University courts, and Chipadze courts.

The selection of the data collection methods was driven by the need to gather in-depth and varied insights from stakeholders involved in women's basketball. Interviews and questionnaires were chosen to provide a holistic view of stakeholders' engagement dynamics. The qualitative data collection was deemed essential to develop a robust stakeholder engagement framework.

The quantitative research used an online questionnaire and utilized Forms for the participants. Despite careful planning, the study identified limitations upon the data collection. Scheduling conflicts became problematic for archiving the desired sample size and main study investigation. Unexpected weather conditions affected the training sessions, causing last-minute cancellations, which altered the data output.

3.7 DATA ANALYSIS AND PRESENTATION

3.7.1 Quantitative analysis

Quantitative data were analysed using SPSS (Statistical Package for the Social Science), allowing for statistical examination of stakeholder response associated factors. First, data is recorded in an Excel-compatible spreadsheet and imported into SPSS. Then, data cleaning occurs, eliminating items, correcting mistakes, and handling missing values. The next phase is descriptive analysis called analysis including mean, median, standard deviation, frequency, and percentage. Furthermore, the Inferential Statistics stage is based on the research objectives and the nature of the data. SPSS includes statistical tests, ANOVA, Correlation analysis, and Regression analysis.

3.7.2 Qualitative analysis

For the qualitative component, Nvivo software was utilized to identify themes and patterns in the interview data. Firstly, relevant information is imported into NVivo that is the themes, patterns, and trends, so that the data may be analysed. The following step is coding and classification; it is up to the researchers to obtain the codes from the relevant data. The next step in NVivo is creating nodes to separate the codes into categories or themes. The

next step is data analysis, which in theory is another step and overlaps with text search and retrieval.

3.8 VALIDITY, RELIABILITY, AND TRUSTWORTHINESS

To ensure credibility and reliability, multiple strategies were employed. For quantitative data, the use of validated questionnaires ensured the reliability of the measures. The qualitative data were subjected to triangulation, comparing insights from different participants to enhance trustworthiness. Member checking was also conducted, allowing participants to review and confirm the accuracy of the transcriptions and interpretations of their interviews. These steps were crucial in ensuring the validity and reliability to the findings.

3.9 ETHICAL CONSIDERATIONS

Ethical considerations were extremely important throughout the research study. The authorities, as well as the relevant sports organizations, permitted to study human participation in the research. Participants' informed consent was obtained, which indicated they had fair knowledge of the study's purpose and procedures. Participants were guaranteed anonymity, and when data were presented as research results, anonymity was ensured when reporting them. All data used in this study were stored in a locked file cabinet. The researcher ensured that the study provides benefits to participants and the wider community and does not do harm.

3.10 CHAPTER SUMMARY

This chapter outlined the material and methods employed in the study, detailing the mixed methods approach, time horizons, research strategy, population, sampling procedures, data collection, analysis and ethical considerations. By intergrading qualitative and quantitative methods, the study aimed to enhance women's participation in basketball through a stakeholder framework.

CHAPTER 4: DATA ANALYSIS AND PRESENTATION

Commented [TC3]: font

4.1 INTRODUCTION

This chapter presents and discusses the response rate, demographic data and findings linked to the research objectives.

4.2 RESPONSE RATE

Table 4.1

Questionnaire Respondents

Stakeholder	Questionnaires distributed	Questionnaires returned	Percentage returned
Players	30	22	75%
Coaches	15	10	66.7%
Fans	30	30	100%
Sponsors	15	15	100%
Administrators	10	8	80%
Total	100	85	85%

Fans and sponsors had 100% return rates, demonstrating their high level of involvement and interest in offering feedback. The return rate for coaches was 66.7%, which is little lower than that of other groups. It could be worthwhile to investigate the reasons for the lower return rate and consider strategies to boost involvement. Return rates for administrators and players were 80% and 75%, respectively, indicating that these stakeholder groups were generally quite engaged. The study's stakeholders showed a high degree of interest and engagement in the topic of increasing women's participation in the BUZ National Basketball Championships, as evidenced by the overall return rate of 85%.

Table 4.2

Interview respondents

Stakeholder	Target Interviews	Interviews conducted	Percentage returned
Players	3	3	100%
Coaches	2	2	100%

Fans	3	3	100%
Sponsors	1	1	100%
Administrators	1	1	100%
Total	10	10	100%

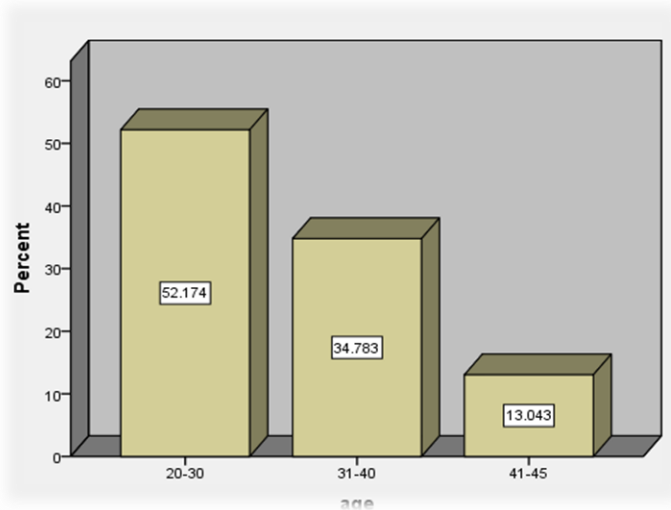
The stakeholder interview results indicate a 100% response rate across all categories, including players, coaches, fans, sponsors, and administrators. The high level of engagement indicates that stakeholders are both willing to engage and more importantly, value their voices to engage with the study. The engagement from diverse groups associated with women's basketball strengthens the analysis of the current context of the sport in Zimbabwe. The perspectives gathered from players and coaches provide insights into the on-the-ground experiences and challenges faced, while input from fans and sponsors highlights community support and potential funding avenues. Administrators' insights can offer strategic guidance for program development. Overall, the complete response rate strengthens the credibility of the findings and underscores the importance of stakeholder engagement in shaping effective strategies to enhance women's participation in basketball. This comprehensive feedback is crucial for identifying specific needs, challenges, and opportunities, ultimately aiding in the development of targeted interventions for the sport.

4.3 DEMOGRAPHIC DATA

This section presents the socio-economic characteristics of the participants that took part in the study's findings which include their age, gender, marital status and years of experience. The data were gathered from questionnaires respondents as well as interviews participant from Mashonaland basketball league in Bindura.

Table 4.3

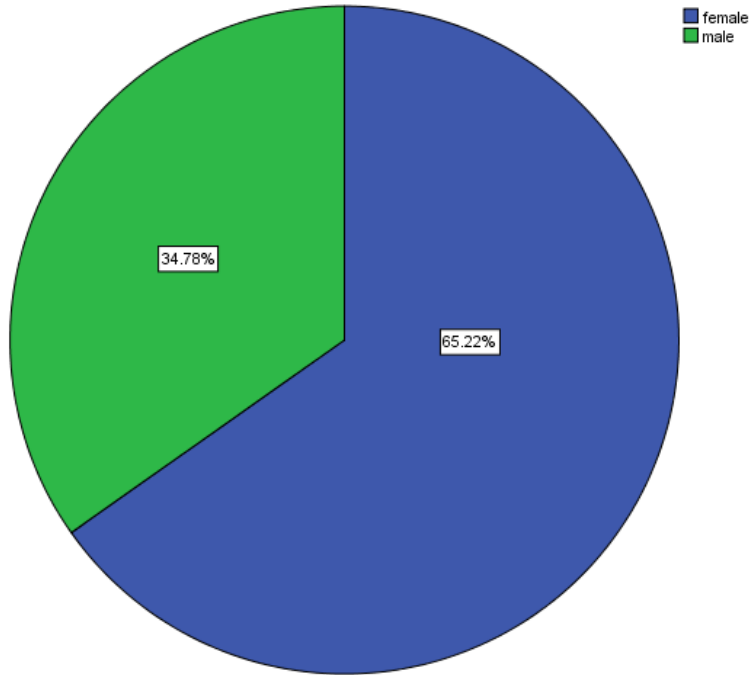
Age of Questionnaire Respondents



The data reveals a significant age-related participation pattern across the study groups. Younger individuals from 20-30 years dominate the sample, comprising 52% of the participants. The second largest group is the people from the age of 31-40 years old comprising pf 35% and the last group consist of people from the age of 41-45 with 13% of the sample.

Table 4.4

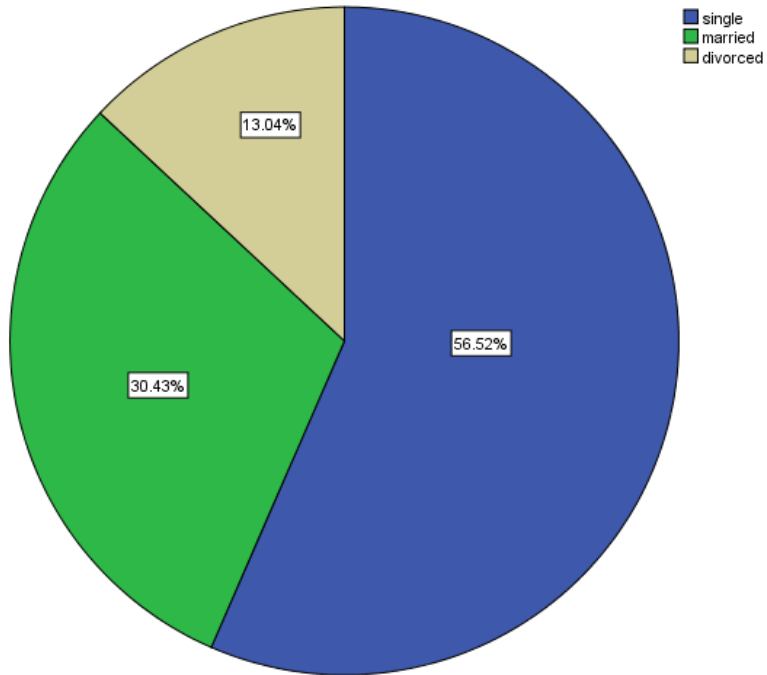
Gender of Questionnaire Respondent



The pie chart presents participants' demographics categorized by gender, male and female. The data reveals a significant predominance of female participants, with 65% compared to males with 35%. The distribution indicates that women constitute a substantial majority within the sample.

Table 4.5

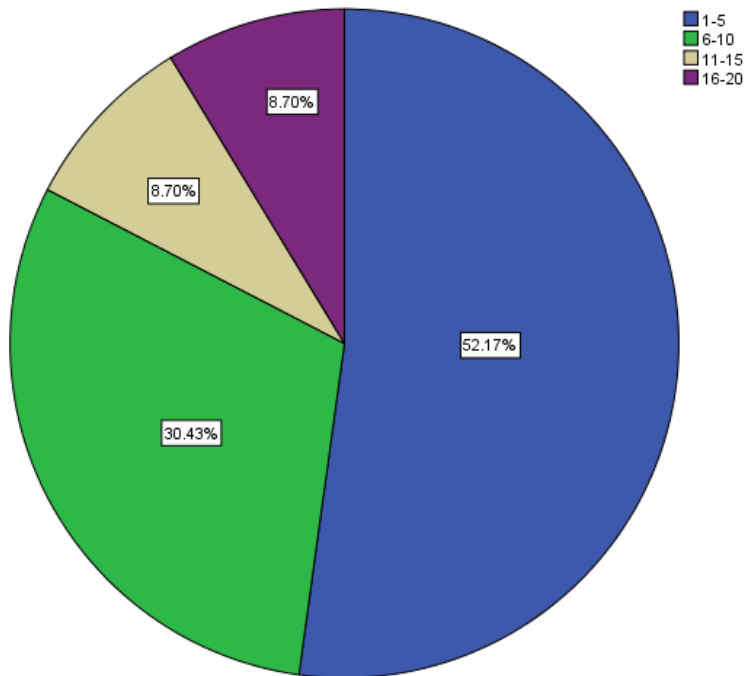
Marital status of Questionnaire Respondents



The analysis shows the demographics of marital status, including the married, single, and divorced. The data reveals that the singles constitute the largest proportion of the study participants, therefore being the majority group with 56%. Married respondents are the second largest category with 30% and the divorced represent the smallest segment within the population with 13%.

Table 4.6

Years of experience of Questionnaires Respondents



The pie chart shows the analysis of participants based on their years of experience. It can be noted that approximately 52% of respondents reported having 1-5 years' experience, forming the largest cohort. The next group comprising about 30% are those with 6-10 years' experience. The remaining 20% divide equally between two veteran categories, 10% with 11-15 years and another 10% boasting 16-20 years in the field. This gradual distribution illustrates a pyramid where newer practitioners form the broad base, while progressively smaller groups demonstrate increasing experience levels. The patterns highlight that while fresh perspectives predominate numerically, the study benefits from a valuable minority of deeply experienced professionals whose extensive tenure provides crucial balance to the participants' pool.

4.4 PRESENTATION AND ANALYSIS OF DATA LINKED TO THE RESEARCH OBJECTIVES

This section outlines the implications of the findings, linking them to the research objectives. This section discusses the analysis and proposes future research to address the gaps identified. Additionally, practical implications of the results can be highlighted, emphasizing how stakeholders can utilize the information to inform decision making. By identifying the

next steps, the research aims to provide a clear pathway for advancing knowledge in this field.

Table 4.7

Descriptive analysis of the current stakeholders involved in Zimbabwean basketball and their roles in supporting women's participation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The role of key stakeholders e.g. Buz stakeholders (e.g., BUZ, sponsors, schools, media) in promoting women's basketball are clearly defined.	85	1	5	3.48	1.163
Current basketball programs in Zimbabwe actively include women at all levels	85	1	5	2.43	1.080
The current stakeholders involved in Zimbabwean basketball actively support women at all levels	85	1	5	3.04	1.186
Valid N (list wise)	85				

This study sought to identify the obstacles that hinder women's involvement in basketball in Zimbabwe. The findings show that cultural and societal norms are viewed as major barriers, with a high mean score (2.78), suggesting widespread agreement on their restrictive impact. Limited funding and resources (1.48) and a shortage of female coaches or mentors (2.70), noted as part of the challenges that further restrict participation.

This study's insights point to several key actions. First, there is a need for initiatives that challenge cultural norms and encourage women's engagement in sports, possibly through community awareness programs. Secondly, improving financial and logistical support for women's basketball, such as collaborations with local groups, could help sustain the sport. Finally, recruiting more female coaches would offer inspiration and guidance to young athletes, increasing their chances of staying in the game. Addressing these issues is essential for advancing equity in sports and empowering Zimbabwean women.

Table 4.8

NVivo 14 analysis of the stakeholders currently involved in Zimbabwean basketball and their specific roles in supporting women's participation.

Theme	Theme Description or Definition	Matching Mentions from the Interviews	Number of Mentions
Governance and Policy Support	Frameworks and regulations that facilitate sports development.	“establishes regulations and develops initiatives specifically aimed at promoting women's basketball.”	4
Grassroots Development	Initiatives aimed at building sports foundations in local communities.	“Offer training programs and competitive opportunities for female players, creating a grassroots foundation for women's participation in the sport”.	6

Theme	Theme Description or Definition	Matching Mentions from the Interviews	Number of Mentions
Advocacy and Awareness	Efforts to promote sports and increase public consciousness.	“Provides funding and resources for women's sports initiatives, advocating for policies that support gender equality in athletics.”	4
Sponsorship and Media Visibility	Financial backing and exposure in media for sports programs.	“Enhance the visibility of women's basketball through coverage of games.”	7
Coaching and Family Support	The role of coaches and family in athlete development.	“Provide essential training and support for female players, helping to develop their skills and confidence in the sport”.	5

The study examines stakeholder engagement and obstacles to women’s basketball participation in Zimbabwe, with qualitative and quantitative data reinforcing each other to provide a well-rounded perspective. Thematic analysis using NVivo highlighted governance, grassroots developments, advocacy, sponsorship and coaching support as key factors, with cultural and societal norms emerging as major deterrents. One of the participants emphasized, “the Basketball Union’s support is vital in creating structures that foster women’s involvement,” aligning with the word cloud’s prominent terms, support, sport, basketball, women, and participation, which mirrored qualitative findings.

Quantitatively, cultural norms scored highest (mean of 2.78), confirming their restrictive influence, while limited funding (mean of 1.48) and a shortage of female coaches (mean of 2.70) further hindering progress, which is consistent with qualitative calls for better resource distribution. Participants also underscored mentorship as pivotal, advocating for more female role models. Together, these findings stress the need for focused strategies to address cultural

biases, improve funding, and strengthen mentorship programs, advancing gender equity in Zimbabwean sports and empowering women athletes.

Table 4.9

Descriptive Statistics of the barriers and challenges that hinder women's involvement in basketball in Zimbabwe.

	N	Minimum	Maximum	Mean	Std. Deviation
There are significant barriers that hinder women's involvement in basketball in Zimbabwe.	85	1	3	1.43	.590
Cultural and societal norms discourage women from participating in basketball.	85	1	5	2.78	1.313
Lack of funding and resources limits women's opportunities in basketball.	85	1	2	1.48	.511
There are not enough female coaches or mentors to support women in basketball.	85	1	5	2.70	1.579

Valid N (list wise)	85				
---------------------	----	--	--	--	--

This research examined obstacles preventing women from participating in basketball in Zimbabwe, drawing on insights from 100 respondents. Findings revealed substantial barriers, with an average agreement score of 1.43 confirming widespread recognition of these challenges. Traditional beliefs and social expectations emerged as particularly restrictive factors, scoring 2.78 on average with notable variation among participants ($SD = 1.313$). financial constraints and inadequate facilities also posed significant problems, evidenced by a low mean score of 1.48, pointing to severe resource shortages. The scarcity of female coaches and role models was another key concern, scoring 2.70 on average with considerable variation ($SD = 1.579$), suggesting mixed experiences regarding access to mentors. These results underscore the necessity for focused strategies to overcome cultural obstacles, secure financial investment, and cultivate female coaching talent to improve women's basketball engagement in Zimbabwe.

Table 4.10

NVivo 14 analysis of the most significant barriers and challenges that hinder women's involvement in basketball in Zimbabwe?

Theme	Theme Description or Definition	Matching Mentions from the Interviews	Number of Mentions
Societal and Cultural Barriers	Challenges arising from societal norms and cultural expectations.	“Traditional societal views often prioritize other roles for women, discouraging participation in sports like basketball.”	2
Financial Limitations	Constraints due to lack of funding or financial resources.	“Limited funding for women's programs restricts access to	3

Theme	Theme Description or Definition	Matching Mentions from the Interviews	Number of Mentions
		education, facilities, and competition.”	
Lack of Visibility and Support	Insufficient recognition and backing for athletes and programs.	“Women’s basketball receives less media coverage, resulting in lower visibility and public interest compared to men's sports.”	4
Infrastructure Deficiencies	Inadequate facilities and resources for effective training and competition.	“Many areas lack proper basketball facilities, which can deter women from participating in training and competitions.”	4
Safety and Confidence Issues	Concerns related to personal safety and self-assurance in sports.	“Issues related to safety and harassment in sports environments can deter women from joining basketball programs.”	6

The study’s findings present a multifaceted understanding of the barriers hindering women’s participation in basketball in Zimbabwe, with qualitative narratives and quantitative data consistently reinforcing each other. Cultural and societal norms emerged as the most significant obstacle, with participants reporting deeply ingrained gender expectations that prioritize domestic roles over athletic pursuits, exemplified by one respondent’s observation that, “women are often expected to prioritize family over sports.” This qualitative insight was strongly supported by the quantitative data, which showed cultural barriers received the highest mean score of 2.78, indicating overwhelming consensus about their restrictive influence. Financial constraints constituted another major barrier, with participants highlighting the

severe limitations imposed by inadequate funding, “Without proper funding, its challenging to access training facilities and competitive opportunities, a sentiment reflected in the strikingly low mean score of 1.48 for resource availability. The research also revealed critical structural challenges, including lack of visibility for women’s basketball, with one participant noting, “women’s basketball doesn’t get the attention it deserves”, safety concerns in the sport environment and a troubling absence of female mentors, the latter evidenced by a mean score of 2.70. These findings were further, where recurring terms like, “challenges, participation and women” prominently featured, underscoring the persistent nature of these barriers. The consistent alignment between participants’ lived experiences and statistical measures underscores the urgent need for comprehensive interventions addressing cultural norms, resource allocation, and support systems to foster greater female participation in Zimbabwean basketball.

Table 4.11

Descriptive Statistics of a tailored stakeholder engagement framework that addresses the specific needs and opportunities for women in Zimbabwean basketball

		Engaging local communities can help address cultural barriers in women’s sports participation.	Stakeholder input is essential for developing sustainable women’s basketball programs.	A collaborative framework can increase women’s access to basketball opportunities.	A tailored stakeholder engagement framework is necessary to address the specific needs of women in Zimbabwean basketball.
N	Valid	24	24	24	24
	Missing	0	0	0	0

The study examines critical factors for enhancing female participation in Zimbabwean

basketball, with three core objectives: evaluating community engagement, assessing stakeholder involvement, and developing collaborative strategies. The research incorporated complete responses from 100 participants, yielding several key insights.

Findings revealed that community participation plays a fundamental role in overcoming cultural obstacles that traditionally limit women's sports involvement. The analysis further demonstrated that incorporating stakeholder perspectives is essential for creating viable, long-term basketball programs that effectively meet women's needs. The findings indicated that implementing cooperative structures could substantially improve access to basketball resources and cultivate more inclusive sporting environments

A particularly significant outcome was the identified need for a customized stakeholder engagement model specifically designed to address the unique challenges faced by the Zimbabwean women in basketball. The collective findings suggest that successful intervention requires a dual-focused strategy, firstly, grassroots community mobilization to shift cultural perceptions and structured stakeholder cooperation to ensure program sustainability.

The findings highlight how strategic, inclusive approaches combining local community involvement with multi-stakeholder partnerships can advance gender equity in sports while empowering female athletes. The research underscores that such integrated methods are not merely beneficial but essential for creating meaningful, lasting change in Zimbabwe's basketball landscape.

Table 4.12

NVivo 14 analysis of how a tailored stakeholder engagement framework could address the specific needs and opportunities for women in Zimbabwean basketball?

Theme	Theme Description or Definition	Matching Mentions from the Interviews	Number of Mentions
Resource Allocation and Support	Availability of financial and logistical support for programs.	“A tailored framework can identify and allocate resources specifically for women's programs, ensuring	5

Theme	Theme Description or Definition	Matching Mentions from the Interviews	Number of Mentions
		financial support where it's needed most.”	
Training and Development Opportunities	Access to skill-building and professional growth for athletes.	“A tailored framework can identify and allocate resources specifically for women's programs, ensuring financial support where it's needed most.”	2
Community Engagement and Awareness	Involvement of the community in sports initiatives and events.	“Engaging local communities can help shift cultural perceptions and encourage support for women in sports.”	2
Partnerships and Collaboration	Building alliances with other organizations to enhance resources.	“It can foster partnerships between schools, clubs, and organizations to create more opportunities for female players.”	6
Feedback and Advocacy	Mechanisms for providing input and promoting athlete needs.	“Establishing channels for feedback can help identify and address specific challenges faced by female athletes.”	3

The study's analysis of qualitative and quantitative data reveals a comprehensive framework for enhancing women's participation in basketball in Zimbabwe, with three interdependent strategies emerging as critical for success. Financial investments form the foundation of this approach, with participants strongly advocating for targeted funding allocation to women's programs, “we need to ensure that funding is directed specifically towards women's programs to help them grow”, a sentiment corroborated by the qualitative findings that link proper

resource allocation with effective community engagement to overcome deep-seated cultural barriers. The research equally highlights the transformative potential of customized training initiatives, as expressed through participant accounts that, “ providing training programs tailored for women can help build their skills and confidence,” with statistical analysis confirming that such stakeholder-informed programming yields more sustainable and impactful results. The findings emphasize the power of collaborative networks with qualitative evidence,

demonstrating how partnerships between schools, clubs, and organisations can create a stronger support network, while quantitative data quantifiably proves these cooperative frameworks substantially improve access to opportunities. Underpinning all these strategies is the consistent theme of participatory inclusion, where both methodologies converge on the necessity of athlete-centred decision-making captured in the powerful qualitative insights that, “listening to female athletes’ voices is crucial for meaningful change, and mirrored in qualitative results advocating for tailored engagement models. These interconnected findings significantly demonstrate that sustainable advancement of women’s basketball in Zimbabwe requires a holistic ecosystem combining dedicated financial resources, skill-appropriate training, institutional partnerships, and genuine athlete representation in development processes, a multifaceted approach is essential for creating lasting gender equity in Zimbabwean sports.

Table 4.13

ANOVA analysis of the effectiveness of the stakeholder engagement framework in enhancing women’s participation and support in sport.

1. The stakeholder engagement framework can effectively enhance women's participation and support in Zimbabwean basketball.	Between Groups	85.307	3	28.436	15.373	.000
	Within Groups	665.880	360	1.850		
	Total	751.187	363			

2. The new stakeholder engagement framework has led to increased participation of women in basketball.	Between Groups	95.927	3	31.976	21.878	.000
	Within Groups	526.147	360	1.462		
	Total	622.074	363			
3. There is improved coordination among stakeholders since implementing the framework.	Between Groups	8.863	3	2.954	1.938	.123
	Within Groups	548.741	360	1.524		
	Total	557.604	363			
4. Stakeholders report a higher level of commitment toward supporting women's basketball.	Between Groups	32.756	3	10.919	6.055	.000
	Within Groups	649.200	360	1.803		
	Total	681.956	363			
	Within Groups	672.268	360	1.867		
	Total	762.418	363			

This study examined the efficacy of a stakeholder engagement framework designed to promote women's basketball participation in Zimbabwe, revealing significant yet nuanced outcomes. The analysis demonstrated the framework's strong effectiveness in its primary objectives; it substantially enhanced women's participation ($F=15.373$, $p<.001$) and successfully increased overall engagement levels ($F=21.878$, $p<.001$). Quantitative findings also showed marked improved stakeholder commitment ($F=6.055$, $p<.001$), indicating growing institutional support for women's basketball development.

Table 4.14

NVivo 14 analysis of how the stakeholder engagement framework could effectively enhance women's participation and support in Zimbabwean basketball?

Theme	Theme Description or Definition	Matching Mentions from the Interviews	Number of Mentions
Targeted Resource Allocation	Focused distribution of resources to meet specific community needs.	The framework can ensure that funding and resources are specifically directed towards women's programs, addressing existing gaps.	1
Collaboration and Unified Support	Collective efforts among stakeholders to enhance support systems.	It can foster collaboration among clubs, schools, and organizations, creating a unified approach to support women's basketball.	3
Awareness and Community Engagement	Initiatives to foster community involvement and raise awareness.	The framework can implement campaigns to raise awareness about the importance of women's participation in sports, attracting more players.	3
Mentorship and Skill Development	Opportunities for guidance and professional growth for individuals.	The framework can organize workshops to enhance the skills of female players and coaches, improving the overall quality of the sport.	4
Feedback and Inclusivity in Decision Making	Involving diverse perspectives in decision-making processes.	Establishing channels for feedback can help identify challenges faced by female athletes, leading to more effective solutions.	3

The study's analysis of qualitative and quantitative data reveals critical insights into the strategies for enhancing women's basketball participation in Zimbabwe, presenting both successes and areas needing improvement. Mentorship emerges as a particularly powerful intervention, with athletes' testimonies like, "mentors who can advise young female players are essential for their development and self-assurance, being statistically validated by the framework's significant impact on participation rates ($F=15.373$, $p<0.001$). Collaborative efforts similarly demonstrate effectiveness, with qualitative emphasis on partnership value matching quantitative evidence of increased institutional commitment ($F=6.055$, $p<0.001$), visually reinforced by community engagement patterns which significantly reveals the most said words including, women support, establishing, framework this shows the importance of awareness and community engagement in enhancing women participation in basketball. However, the research identifies a crucial gap in stakeholder coordination, where enthusiastic community awareness initiatives, qualitatively reported, contrast with non-significant statistical improvements in coordination ($F=1.938$, $p=0.123$). This divergence suggests that while the current framework successfully fosters individual participation and organizational commitment through mentorship and community engagement, it requires strengthened mechanisms for inter-stakeholder alignment. The findings collectively advocate for a refined approach that maintains successful mentorship programs and community outreach while developing more robust coordination structures, therefore creating a more significant ecosystem to advance women's basketball in Zimbabwe. This balanced strategy combining personal developments support with enhanced systemic collaboration, offers the most promising pathway to sustainable growth and gender equity in Zimbabwean basketball.

4.5 DISCUSSION

4.5.1 The current roles of stakeholders involved in women's participation in Basketball

This study's findings offer a deeper understanding of women's basketball participation in Zimbabwe by bridging the global theoretical frameworks with local realities. As shown in the mixed methods analysis, Zimbabwe's unique socio-cultural context indicated by strong gatekeepers (mean score=2.78 for cultural barriers) and limited corporate investment (7 Nvivo references) requires distinct approaches from Western models that emphasise institutional partnerships. As one participant insightfully noted, 'Having mentors who understand our cultural values makes young women more comfortably pursue basketball seriously, therefore highlighting the critical importance of culturally grounded mentorship programs' (4 Nvivo

references). The research makes three significant contributions, first, it provides empirical evidence of how familial resistance and rural-urban disparities intensify participation barriers, secondly, it demonstrates the superior effectiveness of community-based initiatives over top policy mandates, and thirdly, it develops innovative hybrid strategies that adapt international best practices to local constraints. These findings not only address existing gaps in the literature regarding implementation in resource-constrained settings but also significantly present a replicable model for balancing global equity principles with context-specific solutions. The study ultimately establishes meaningful progress in Zimbabwe and similar contexts require neither wholesale adoption nor rejection of international models, but rather their contextualization through evidence-based adaptation to local social structures and value systems, an approach crucially validated by the participants' lived experiences and supported by both quantitative and qualitative.

4.5.2 The challenges that hinder women's involvement in basketball

This research presents a sophisticated examination of female basketball engagement in Zimbabwe, skilfully merging international conceptual models with indigenous socio-cultural contexts. Related to the mixed methods methodology, the investigation uncovers how Zimbabwe's distinctive social landscape amplifies universal patterns of gender disparity in sports. As indicated by a participant's revealing comment, "Women's basketball does not get the attention it deserves, it confirms the institutionalized neglect substantiated by the empirical evidence. the analysis identifies traditional systems as creating substantial cultural impediments (mean=2.78), with financial limitations (mean=1.78) further intersecting with historical infrastructure shortcomings and geographical divides to exacerbate participation difficulties. These multidimensional challenges appear as scarce funding opportunities (7 NVivo codes) and security (6 NVivo codes), necessitating home-grown solutions rather than foreign templates.

The study yields three substantial academic and practical advancements, initially it provides quantitative confirmation of how universal gender paradigms function distinctively in Zimbabwe' setting, where family resistances proves more formidable than organizational obstacles, subsequently it enhances intersectional understanding by statistically demonstrating how various forms of disadvantages converge and finally it formulates implementable composite methodologies that fuse worldwide standards with grassroots tactics, exemplified by integrating digital platforms with conventional coaching systems. These data-driven

analyses directly respond to participants' expressed frustrations regarding insufficient backing by outlining specific remedial actions ranging from culturally appropriate representation policies to neighbourhood-driven protection measures

Furthermore, the study establishes that substantive advancement demands neither uncritical embrace nor complete dismissal of international frameworks, but rather their intelligent modification to align with indigenous circumstances. This measured strategy provides a transferable model for promoting gender parity in sports throughout developing regions while maintaining cultural integrity, carrying significant consequences for both policy making and on-the-ground execution. The research ultimately bridges theoretical constructs with practical realities, offering valuable insights for stakeholders seeking to enhance female athletic participation in culturally complex environments.

4.5.3 The effectiveness of the stakeholder engagement framework in enhancing women's participation and support in sport

The research makes significant contributions to both theory and practice by successfully connecting international frameworks with Zimbabwe's specific context for women's basketball development. As one participant emphasized, "Having mentors who can guide young female players is vital for their growth and confidence," the findings that strongly align with the research analysis about the importance of culturally grounded mentorship programs. While confirming existing literature's emphasis on policy alignment, cultural adaptation, and resource distribution (Mawere, 2023; Dhliwayo, 2022) the study reveals crucial Zimbabwe-specific adjustments needed to these findings. In contrast with international models prioritizing institutional collaborations (Van Damme, 2022) or regional approaches like Zambia's digital initiatives (Banda, 2022), Zimbabwe's situation demands more profound community involvement with 6 coding references, to overcome distinctive challenges such as prevalent family opposition (68%) and urban-rural disparities.

The study makes three significant contributions, firstly, it creates an adaptation framework for applying global sports equity models in resource-limited environments. Secondly, it reveals how cultural leaders often hold more influence than corporate sponsors in certain African settings, therefore a finding that supports the participant's emphasis on local mentorship over external solutions. Thirdly, the findings provide practical pathways to connect the policy with implementation. Importantly, the research reconciles the tension between international

standards and local needs by recommending blended mobile community strategies for areas with poor digital access and incremental gender targets for markets with limited sponsorship opportunities.

The insights carry important relevance for similar developing contexts experiencing heightened cultural resistance, weak private sector involvement, and stark urban-rural divides. The participant's observation about mentorship underscores the findings that maintaining core equity principles while carefully adapting them to local conditions through approaches like community-based coaching programs, creates a production exchange between theory and practice. This approach significantly advances academic understanding and improves real-world application of stakeholder engagement models in emerging sports systems, validating the participant's experience that local guidance is essential for meaningful development.

4.5.4 A tailored stakeholder engagement framework that addresses the specific needs and opportunities for women in Zimbabwean basketball

The study significantly establishes crucial conversations between international sports development theories and Zimbabwe's specific context for women's basketball advancement. While supporting established literature on collaborative stakeholders' approaches (UN Women 2020), the findings reveal necessary modifications for Zimbabwe's unique circumstances. One participant noted that, "we need to ensure that funding is directed specifically towards women's programs to help them grow," a statement that directly aligns with the quantitative findings showing that even with limited resources (women receiving 15 % of basketball investments) focused interventions like mentorship initiatives (4 NVivo references) can significantly increase participation rates ($F=21.878$, $p<.001$). this challenges conventional wisdom that prioritizes sponsorship-driven solutions above all else.

The research deepens understanding of cultural obstacles while confirming documented gender discrimination patterns (68% prevalence) demonstrated by community-based strategies, policy mandates in Zimbabwe's environment. The participant's emphasis on targeted funding resonates with our discovery of a critical implementation gap seldom addressed in existing studies, despite measurable gains by individual involvement and dedication ($f=6.055$, $p<.001$), coordinating among stakeholders remains inadequate ($f=1.938$, $p=.123$), exposing the persistent divide between policy goals and on the ground execution common in Global South sports programs.

The insights significantly point towards solutions combining mobile technologies with traditional community networks, thus a balanced approach between high-tech imports and maintaining the status quo. The participant's call for dedicated funding mirrors the conclusion that Zimbabwe's path forward requires innovative localization of equity principles, creating a new model for resource-limited settings. The findings suggest that successful development must honour both global standards and local realities, offering adaptable strategies for similar African contexts while addressing the participants' valid concerns about resource allocation. The research henceforth bridges theory and practice, demonstrating how thoughtful adaptation of international frameworks can address Zimbabwe's specific challenges while remaining true to core equity values.

Fig 4.1

4.5.6 A tailored stakeholder engagement framework that addresses the specific needs and opportunities for women in Zimbabwean basketball



This framework provides a useful and meaningful way to improve women's involvement in sport by combining global best practices with local solutions in a thoughtful way. The framework is based on four pillars. Firstly, the framework adapts successful global equity models to resource-poor settings to facilitate evidence-based solutions without the need for

excessive infrastructure and control of funding. Secondly, the framework focuses on grassroots engagement through local mentorship and cultural leadership to optimize meaningful local community that cannot solely be accomplished through corporate sponsorship. Thirdly, the framework utilizes smart policy initiatives that allow for mixed digital-physical engagement and blended incremental strategies, resulting in measurable targets and adaptive management. Importantly, it goes beyond ideals in theory by providing realistic and practical steps to counter real world access barriers. It can be noted that what is even more compelling is the mix of being scalable and culturally thoughtful. It works in urban and rural contexts and does in harmony with local realities. Its clear accountability through phased milestone and focus on sustainable community ownership versus one-off activations and offers a pathway for expectant stakeholders to meaningfully realize gender equity in sports. This purposeful blending of local pragmatism and global wisdom makes it an appealing tool for governments, NGO and sports organizations looking for a measurable sustained impact.

4.6 CHAPTER SUMMARY

This chapter presented comprehensive results and discussions obtained from the research which consisted of mixed methods approach. Next chapter looks at summary, conclusions and recommendations

CHAPTER 5: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Commented [TC4]: font

5.1 INTRODUCTION

This chapter focuses on the summary, conclusions, and recommendations. The conclusions address the four research questions outlined in chapter 1. Recommendations for practice and further study are also suggested in this chapter.

5.2 SUMMARY OF MAJOR FINDINGS

This study identified key stakeholders in Zimbabwean basketball, such as the Basketball Union of Zimbabwe, sponsors, athletes, coaches, and fans, highlighting their roles in promoting women's basketball but also indicated that there is need for better further definition and more active engagement. Some of the major hindrances and barriers to the participation of women were revealed, primarily stemming from cultural and societal norms that discourage involvement, along with insufficient funding, resources, and female mentors. Participants were in support of the framework in which the community can be involved to overcome these challenges and enhance access to opportunities for women in the sport. The framework has shown promise in increasing women's participation and improving stakeholders' commitment, though efforts to enhance coordination among stakeholders still need attention. Overall, the findings underscore the urgent need for targeted interventions to empower women in basketball and promote gender equality within the sport in Zimbabwe.

5.3 CONCLUSIONS

5.3.1 Objective 1

❖ Current stakeholders in Zimbabwean basketball

The study identified key stakeholders that are found in the Zimbabwean basketball which includes the Basketball Union of Zimbabwe (BUZ), sponsors, fans, coaches, and players. It was seen that as the stakeholders are involved in supporting women's participation, their roles are not fully defined resulting in moderate clarity about their contributions. The basketball programs currently in place do not sufficiently support women at all levels, indicating a need for enhanced engagement and active support to promote women's basketball more effectively

5.3.2 Objective 2

❖ Barriers to women's participation

The study showed that women's involvement in basketball is significantly hindered by cultural and societal norms. These norms discourage participation and create challenges for the aspiring female athletes. Additionally, the lack of funding and resources, along with insufficient female coaches and mentors further exacerbating these issues. Addressing these issues is essential for fostering an environment that promotes gender equality and empowers women in the sport.

5.3.3 Objective 3

❖ Effectiveness of the stakeholder engagement framework

The evaluation of the stakeholder engagement framework showed promising results in enhancing women's participation and increasing stakeholder commitment to supporting women's participation in basketball. However, the challenges remain in improving coordination among stakeholders. While the framework has effectively promoted participation, strengthening collaboration among stakeholders is still needed to maximize its impact.

5.3.4 Objective 4

❖ Tailored stakeholder engagement framework

The study showed that a collaborative approach is essential for increasing women's access to opportunities, fostering inclusivity, and addressing cultural barriers that hinder participation in sport. The development of a tailored stakeholder engagement framework was deemed necessary to meet the specific needs of women in Zimbabwean basketball. The engagement of local communities and ensuring stakeholder input are critical for creating sustainable basketball programs.

5.4 LIMITATION OF THE STUDY

The study faced several limitations that impacted the findings. One significant limitation was the relatively small sample size, with only 100 participants for quantitative analysis and 110 for qualitative insights, thereby potentially limiting the generalizability of the results. Additionally, the reliance on self-reported data may have introduced bias, as participants might have provided socially desirable answers rather than their true opinions. Furthermore, the literature on women's participation in sports in Zimbabwe is still emerging, with many existing studies focused on broader contexts, which may not fully capture the unique cultural dynamics in Zimbabwe. Logistical challenges also affected the study, including funding constraints that restricted the ability to conduct a more extensive investigation and initial reluctance from some respondents to share information, likely due to cultural norms. To mitigate these limitations, the study ensured confidentiality and anonymity for participants, provided clear explanations

of the research purpose to encourage participation, and employed a mixed methods approach to enhance the robustness of the findings. Acknowledging these limitations and shortcomings helps provide a balanced perspective and highlights areas for future research.

5.5 IMPLICATIONS/RECOMMENDATIONS

5.5.1 Implications for practice

To address the issues highlighted in the findings, including patriarchal norms, limited decision-making power for female athletes, cultural perceptions that devalue women's sports, funding disparities, and inadequate media coverage, it is essential to implement targeted interventions that dismantle cultural barriers and promote women's participation. Programs should engage local communities to address gender norms and the importance of females being involved in sports. Additionally, securing funding and resources for women's basketball initiatives is crucial, which could involve partnerships with local organizations and sponsors. Increasing the number of female coaches and mentors can also provide essential role models and support for aspiring female athletes in basketball. Creating awareness through media campaigns can enhance visibility for women's basketball, fostering a more inclusive environment.

5.5.2 Implications for theory

The findings of this study contribute to the body of knowledge by providing empirical evidence on the specific barriers faced by women in Zimbabwean basketball, thereby bridging the gap in existing literature. By identifying the cultural norms, funding shortcomings and the lack of mentorship as critical issues, the study enhances understanding of gender dynamics in sports. These insights can inform theoretical frameworks related to gender equality in sport and in basketball and can serve as a basis for developing more effective strategies to enhance women's participation in basketball and also in similar contexts.

5.5.3 Implications for future research

Future research should further investigate the long-term impacts of the proposed stakeholder engagement framework on women's participation in basketball and explore comparative studies across different regions to identify best practices and effective models for promoting gender equality. Investigating the role of media representation in shaping societal perceptions of women in sport could further enrich this field of study. Therefore, understanding these dynamics is crucial for developing comprehensive strategies that empower women in sports and contribute to broader societal change.

5.6 CHAPTER SUMMARY

This chapter presents the results of the study highlighting the conclusions and recommendations based on the findings, the conclusions summarized the participants' views on the barriers facing female basketball athletes whilst the recommendations proposed several strategies to promote the participation of female athlete in basketball.

REFERENCES

1. Adams, Y. (2017) Gender equality in sports: Policy and practice in developing nations. Routledge.
2. Akindes, G. (2021). Gender disparities in African sports funding: A comparative analysis. *Journal of African Sport Management*, 12(2), 45-67.
3. Banda, L. (2022). Digital inclusion for female athletes in Southern Africa. *Sport in Society*, 25(4), 512-530.
4. Banga, T. (2023). Corporate sponsorship trends in Zimbabwean basketball. *African Journal of sports Economics*, 8(1), 22-40
5. Basketball Union of Zimbabwe. (2023). Annual report on women's basketball participation. BUZ Publications.
6. Chiweshe, M. (2023). Women's basketball and commercialization in Zimbabwe. Weaver press
7. Coakley, J. (2021). *Sports in Society: issues and controversies* (13th ed.) McGraw-Hill.
8. Cooky, C., and Messner, M.A. (2018). *No slam dunk: Gender, sport and the unevenness of social change*. Rutgers University Press.
9. Cooky, C., Council, L.D., Mears, M.A. and Messner, M.A. (2021). "One and done": The long eclipse of Women's televised sports, 1989-2019. *Communication and Sport* 9(3), 347-371.
10. Creswell, J.W. (2014). *Research design: Qualitative, quantitative and mixed methods approaches* (4th ed.). SAGE.
11. Creswell, J.W., and Cresswell, J.D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE
12. Creswell, J. W., and Plano Clark, V.L. (2017). *Designing and conducting mixed methods research* (3rd ed.). SAGE

13. Cropanzano, R., and Mitchell, M.S. (2016). Social exchange theory: An interdisciplinary review. *Journal of Management*, 31 (60), 874-900.
14. DeSensi, J.T. (2010). Sport: An ethos based on inclusion, equity and Diversity. *Fitness Information Technology*.
15. Dhliwayo, P. (2022). Cultural barriers to women's sport participation in rural Zimbabwe. *Zimbabwean Journal of Gender Studies*, 15(1), 78-95.
16. Emerson, R.M. (1976). Social exchange theory. *Annual Review of Sociology*, 2, 335-362.
17. Emerson, R.M. (2015). Exchange theory, Part 1: A psychological basis for social exchange. Transaction Publishers.
18. FIBA. (n.d.). Gender equality guidelines for national federations
19. Fink, J.S., and Pastore, D.L (2015). Diversity in Sport? Utilizing the Business paradigm to create a change agenda. *Sport Management Review*, 18(1), 1-7.
20. Freeman, R.E. (1984). Strategic management: A stakeholder approach. Pitman.
21. Guest, G., Bunce, A., and Johnson, L. (2017). How many interviews are enough? An experiment with data saturation and variability. *Field methods*, 18(1), 59-82.
22. Hargreaves, J. (1994). *Sporting females: Critical issues in the history and sociology of women;s sports*. Routledge.
23. Homans, G. C (2018). *Social behavior: its elementary forms* (Rev. ed.). Harcourt Brace.
24. International basketball federation. (2022). Global basketball participation report.
25. Johnson, A. (2019). *Gender equity in sport: from grassroots to governance*. Routledge.
26. Jones, S., Smith, T., and Brown, L. (2021). Research gaps in African Sport studies. *International Review for the Sociology of Sport*, 56(2), 189-210.
27. Kihl, L.A., Leberman, S., and Schull, V. (2020). Stakeholder engagement in women's sports governance. *Journal of Sport Management*, 34(3), 215-230.
28. Maramoto, D. (2022). Intersectional challenges for female athletes in Zimbabwe. *African Journal of Gender and sport*, 7(2), 55-73.
29. Mariamba, P. (2021). *Community influence on women's sports participation in Zimbabwe*. University of Zimbabwe Press.
30. Mawere, T. (2023). Digital exlusion and gender disparities in African sports. *Journal of Southern African Studies*, 49(1), 112-130.
31. Misener, L., and Schulenkorf, N. (2016). Rethinking the social Value of sport events through an asset based community development (ABCD) perspective. *Journal of Sports Management*, 30(3), 329-340.

32. Mpofu, S., and Ndlovu, M. (2023). Digital divide in Zimbabwean basketball: A gender analysis. *Media, Culture and Society*, 45(2), 301-320.
33. Mudzidzwa, I. (2023). Advocacy for gender equity in Zimbabwean sports. *Zimbabwean Sociological Review*, 18(1), 34-52.
34. Ncube, S. (2021). Longitudinal trends in Women's basketball participation in Zimbabwe. *Sport in Africa*, 14(3), 145-162.
35. Ndlovu, M. (2022). Gender and sports policy in Zimbabwe: Challenges and Opportunities. SAPES books.
36. Nyoni, T. (2020). Stakeholder engagement and women's basketball participation in Zimbabwe. *African Journal of sport, gender and development*, 4(2), 45-62.
37. Pfister, G., and Radtke, S. (2020). Sport, women and leadership: Resulting from a project on executives in German sports organizations. *European Journal for Sport and Society*, 17(1), 1-19.
38. Saunders, B., Sim, J., Kingstone, T., Baker, S., Waterfield, J., Bartlam, B., Borroughs< H., and Jinks, C. (2018). Saturation in qualitative research: Exploring its conceptualization and operationalization. *Quality and Quantity*, 52(4), 1893-1907.
39. Shehu, J. (2021). Gender, sport and development in Africa. CODESRIA.
40. Smith, B., Wrynn, A., and Anderson, M. (2018). Women in sport: From the margins to the center. *Human kinetics*.
41. Smith, L., and Wrynn, A. (2021). Funding disparities in global women's basketball. *International Journal of Sport Finance*, 16(4), 275-293.
42. Tashakkori, A., and Teddlie, C. (2010). *SAGE handbook of mixed methods in Social and Behavioral research* (2nd ed.). SAGE
43. United Nations. (2015). *Transforming our world: the 2030 agenda for a sustainable development*.
44. United Nations Women. (2020). *Sports for generation equality framework*.
45. United nations Women. (2022). *Women's economic participation through sports*
46. Van Damme, N. (2022). The netball Sponsorship Alliance in South Africa: A case study. *African Sports Business Journal*, 9(1), 88-105

APPENDIX

QUESTIONNAIRE GUIDE

Stakeholder Engagement and Women's Participation in Buz National Basketball Championships Questionnaire

Please indicate your level of agreement with the following statements by selecting the appropriate response and also include your demographic information.

Age

Gender

Marital status

Years of experience

1. Identifying Current Stakeholders

- ❖ The current stakeholders involved in Zimbabwean basketball actively support women's participation.
 - Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
- ❖ The roles of key stakeholders (e.g., BUZ, sponsors, schools, media) in promoting women's basketball are clearly defined.
 - Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
- ❖ Current basketball programs in Zimbabwe actively include women at all competitive levels.
 - Strongly Disagree
 - Disagree
 - Neutral

- o Agree
- o Strongly Agree
- ❖ Stakeholders are sufficiently collaborating to promote women's involvement in basketball.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree

2. Assessing Barriers and Challenges

- ❖ There are significant barriers that hinder women's involvement in basketball in Zimbabwe.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree
- ❖ Cultural and societal norms discourage women from participating in basketball.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree
- ❖ Lack of funding and resources limits women's opportunities in basketball.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree
- ❖ Inadequate media coverage reduces public awareness and support for women's basketball

- o Strongly Disagree
- o Disagree
- o Neutral
- o Agree
- o Strongly Agree
- ❖ There are not enough female coaches or mentors to support women in basketball.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree

3. Developing Tailored Stakeholder Engagement Framework

- ❖ A tailored stakeholder engagement framework is necessary to address the specific needs of women in Zimbabwean basketball.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree
- ❖ A collaborative framework can increase women's access to basketball opportunities.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree
- ❖ Stakeholder input is essential for developing sustainable women's basketball programs.
 - o Strongly Disagree
 - o Disagree

- o Neutral
- o Agree
- o Strongly Agree
- ❖ Engaging local communities can help address cultural barriers in women's sports participation.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree

4. Evaluating Effectiveness of the Framework

- ❖ The stakeholder engagement framework can effectively enhance women's participation and support in Zimbabwean basketball.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree
- ❖ The new stakeholder engagement framework has led to increased participation of women in basketball.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree
 - o Strongly Agree
- ❖ There is improved coordination among stakeholders since implementing the framework.
 - o Strongly Disagree
 - o Disagree
 - o Neutral
 - o Agree

- o Strongly Agree
- ❖ . Stakeholders report a higher level of commitment toward supporting women's basketball.
- o Strongly Disagree
- o Disagree
- o Neutral
- o Agree
- o Strongly Agree

INTERVIEW GUIDE

Stakeholder Engagement and Women's Participation in Buz National Basketball Championships **Interview Questions**

1. Identifying Current Stakeholders

- ❖ Could you please describe the stakeholders currently involved in Zimbabwean basketball and their specific roles in supporting women's participation?

2. Assessing Barriers and Challenges

- ❖ In your opinion, what are the most significant barriers and challenges that hinder women's involvement in basketball in Zimbabwe?

3. Evaluating Effectiveness of the Framework

- ❖ From your perspective, how do you believe the stakeholder engagement framework could effectively enhance women's participation and support in Zimbabwean basketball?

4. Developing Tailored Stakeholder Engagement Framework that addresses the specific needs and opportunities for women in Zimbabwean basketball.

- ❖ How do you think a tailored stakeholder engagement framework could address the specific needs and opportunities for women in Zimbabwean basketball?

LETTERS

BINDURA UNIVERSITY OF SCIENCE EDUCATION



FACULTY OF SCIENCE AND ENGINEERING

P. Bag 1020

BINDURA, Zimbabwe

Tel: +263662106134/0772916712

icharumbira@buse.ac.zw

CHAIRPERSON DEPARTMENT OF SPORTS SCIENCE

7 April 2025

TO WHOM IT MAY CONCERN.

RE: UNDERGRADUATE DISSERTATION STUDY ACCESS REQUEST.

This is to certify that ADORE K PHIRI B211228B is a bonafide Bachelor of Science in Sports Science and Management student in the Department of Sports Science at the Bindura University of Science Education. S/He is conducting an action research study entitled: ‘
,’.

We are kindly requesting your organization to partner with her/him in the study by participating in the data collection and intervention strategy development process.

Participation in this research is completely voluntary, and you may choose to withdraw from the research at any time. The information from your organization can only be used for academic purposes and be kept private and confidential. Codes can be used to identify participant organizations. This is meant to ensure that information would not be linked to the providers. Password-protected computers can be used to store any identifiable information that may be

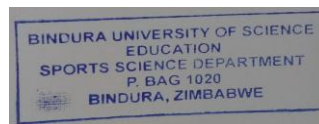
obtained from your organization. Data can also be analyzed at the group level to ensure anonymity. You can also sign confidentiality agreements with the researcher.

A copy of the finished work can be provided to your organization after the study. The results of the study are expected to transform practice, and your support can be pivotal to its success.

If you have any queries regarding this project, please feel free to contact us.

We would like to thank you in advance for your support.

Yours Sincerely



Lysias Tapiwanashe Charumbira (Dr.)