

Social Injustices and its Impact on Entrepreneurship

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Abstract

Entrepreneurship is a critical component of economic growth and a strategy to combat unemployment. Entrepreneurship may be a source of inner satisfaction and fulfilment, inspiring entrepreneurs to persevere in seemingly impossible endeavours and serve as a positive force in society. Social injustice is a transgression of morality. One of the main factors preventing women from entering the world of entrepreneurship and starting their businesses is gender discrimination. This study is on social injustices and their effects on entrepreneurship. However, it will focus on gender discrimination and its impact on women entrepreneurs. The research for the study is a systematic review. It will review and analyse literature from previous studies. The study will examine five documents. The main results from the literature revealed that gender discrimination against women hinders women from receiving funds, discourages women from becoming entrepreneurs, results in women not recognising great opportunities that will lead to business success and hinders women from connecting with other entrepreneurs in their industry. Governments, policymakers, and organisations should pay attention to women entrepreneurs' issues. Funding requirements that restrict women's access should be revisited. Future research can focus on the gender injustices that impact women entrepreneurs in South Africa.

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1. Introduction

Entrepreneurship is a critical component of economic growth and a strategy to combat unemployment (Van Aardt, Clarence, Janse van Rensburg, Mmako, Radipere, Rankhumise, Venter & Visser, 2016). An entrepreneur is an individual who possesses the drive, ambition, and initiative to start their own business or venture and consistently aspires to greatness (Dhaliwal, 2016). Entrepreneurship may be a source of inner satisfaction and fulfilment, inspiring entrepreneurs to persevere in seemingly impossible endeavours and serve as a positive force in society (Wiklund, Nikolaev, Shir, Foo & Bradley, 2019). Due to the fast and disruptive change brought about by the digitalisation trend, it is crucial for business owners to be informed of connected results and linkages and to spot new business prospects (Kraus, Palmer, Kailer, Kallinger & Spitzer, 2018). The global business and academic communities increasingly emphasise digital entrepreneurship (Recker & von Briel, 2019). Social entrepreneurship is also an important segment of the entrepreneurial discipline. Social entrepreneurship is a modern strategy for addressing social issues previously handled by governments and non-profit groups (Betts, Laud & Kretinin, 2018). In Africa, social entrepreneurs prioritise rural poverty, whereas in North America, they tend to focus more on issues of social injustice (Bewayo & Portes, 2016).

This paper aims to study the impact of social injustice on entrepreneurship. The problem of this article will be outlined. Following the problem statement and research objective is the background of the study, focusing on entrepreneurship. After that is the literature review, discussing social injustices, social injustices related to entrepreneurship, women, rural and youth entrepreneurship, and challenges women entrepreneurs face. The following section will outline the research methodology for the study. This is a qualitative desktop study. After that, the findings will be analysed and discussed. The paper will end with recommendations and conclusions.

1.1. Background

Practically no economic study or economic policy thought leader at the start of the 1990s would have identified entrepreneurship as the primary driver of employment, economic development, and productivity (Audretsch, 2018). It could have been challenging to find anyone who disagreed that entrepreneurship was crucial to promoting economic progress after that decade (Audretsch, 2018). The contribution of entrepreneurship to fostering economic development in knowledge economies has attracted increasing attention in recent decades (Prieger, Bampoky, Blanco & Liu, 2016). In development economics, entrepreneurship continues to be one of the most well-liked ideas (Adusei, 2016). Due to their chronically high unemployment rates, many developing nations and some developed economies have begun to pay more attention to the significance of economic growth (Peprah & Adekoya, 2020).

Peprah and Adekoya (2020) urge policymakers to design and implement initiatives and policies that support and generate entrepreneurial activity among Africa's youth. Authorities in sub-Saharan African

nations are encouraging entrepreneurship to address the barriers to employment that young people experience (Chigunta, 2017). An increasing number of South African youths are resorting to entrepreneurship to combat unemployment and stimulate local economies. The COVID-19 epidemic gave young entrepreneurs the chance to get into businesses utilising technology at a lower cost and with fewer resources (Tshabalala & Beharry-Ramraj, 2021). According to Ayankoya (2016), a South Africa with more people engaging in entrepreneurship overall and expanding business activity would generate more employment and enhance families' living standards.

1.2. Problem Statement

Social injustice is a transgression of morality (Bewayo & Portes, 2016). Social injustice may lead to lost opportunities in various areas, including education, employment, shelter, health care, and more (Stone and Evans, 2022). Social injustice concerns frequently involve factors like racial discrimination, unfair work practices, and discrimination based on gender, ethnicity, age, and sexuality (Sintelly, 2021). In many regions of the world, gender discrimination against women is a problem in both the job and daily life (Batool, 2020). One of the main factors preventing women from entering the world of entrepreneurship and starting their businesses is gender discrimination (Li, Ahmed & Qalati, 2019). Gender discrimination seems to affect women's entrepreneurial activities. There are studies on the challenges women face during the entrepreneurial process. However, not many studies focus on the impact of social injustices on women's entrepreneurship. This study is on social injustices and their effects on entrepreneurship. However, it will focus on gender discrimination and its impact on women entrepreneurs.

1.3. Research objectives

To explore the impact of social injustices considering gender discrimination on women entrepreneurs.

2. Literature Review

2.1 Social injustice

Social justice recognises that everyone has the right to cultural and social equality and security (Laia, 2019). Depending on the person's worldview of humanity, social injustice refers to the perceived unfairness of a society from its distribution of benefits and liabilities, as well as other incidental discrepancies (Laia, 2019). There are numerous social divisions in civilisation; social justice is about recognising and resolving the oppressive—and hence unjust—ones by democratic action intended to achieve social equality (Cinnamon, 2017). In the world's wealthiest nations, unfairness is increasingly sustained by popular adherence to ideologies that encourage injustice and inefficiency (Dorling, 2015). Social injustice is still a persistent problem that manifests differently in many social contexts, rooted in

law and tradition; in many instances, it has gained widespread tolerance and acceptance from the public (Best, 2018). There are various forms of social injustice.

2.1.1 Racial injustice

Race significantly impacts how individuals think, grow, and act (Roberts, Bareket-Shavit, Dollins, Goldie & Mortenson, 2020). Racial injustice and systemic racism cause profound, pervasive harm to communities, especially low-income individuals and persons of colour (Norris, 2017). The repercussions of racism and racial prejudice, which are firmly ingrained in American society, include inequity and, far too frequently, the premature mortality of Black Americans (Ruggs & Avery, 2020). According to Kun, Shaer and Iqbal (2021), the problems with unfairness and racial injustice became much more evident during COVID-19. In addition to exposing the inequities, COVID-19's worldwide pandemic expansion updated existing colonial dividing lines based on race that were the basis for the contemporary world, with North/South distinction as one of the key geographic and social anchors (Oliveira, Cunha, Gadelha, Carpio, Oliveira & Corrêa, 2020). Racial economic disparity has persisted throughout the twenty-first century, raising significant concerns about the effectiveness and justice of the intricate policy structure that shapes the socioeconomic environment (Banting & Thompson, 2021).

2.1.2 Income Inequality and poverty

Income inequality is the degree to which income is spread disproportionately in a particular nation or region (Kaulihowa & Adjasi, 2018). The quintile divisions of income disparity are among the most illuminating comparisons across global nations (Dorling, 2015). According to Jetten and Peters (2019), the United Kingdom and the United States are the most unequal countries in the globe regarding income inequality, but the same patterns are visible in many other nations. In recent years, many developing nations have faced the developmental problem of income disparity (Kaulihowa & Adjasi, 2018). Addressing the issue of income inequality is crucial since inequality will hinder efforts to achieve Sustainable Development Goals and reduce poverty in general; for example, inequality leads to inefficient allocation of resources, the loss of productive capacity, and hampered institutional development (Anyanwu, Erhijakpor & Obi, 2016).

Among the five primary macroeconomic goals that every nation seeks to fulfil and that are relevant to economic development are economic growth and equal income distribution (Niyimbanira, 2017). The world's greatest difficulty today is poverty; eradicating poverty and achieving income equality are significant developmental goals (Ogbeide & Agu, 2015). Redistribution to the impoverished in response to increasing poverty would necessitate stronger growth rates to help raise individuals out of poverty and development strategies that address widespread income inequality (Ibrahim & Taiga, 2020). Feminists in development can contribute significantly when development planners and policymakers devote more attention to various forms of inequality (Kabeer, 2015).

2.1.3 Gender injustice and discrimination

Discrimination is a societal phenomenon when individuals are treated differently based on gender, culture, faith, sexuality, and race (Batool, 2020). When recruitment choices are made based on an individual's gender as opposed to their credentials or work performance, gender discrimination is thought to have occurred (Kumar & Das, 2019). Gender discrimination manifests itself in many ways, including the gender wage gap, the difficulty of job advancement for women, the stereotyping of women in leadership positions, and sexual harassment (Batool, 2020). One of the main factors preventing women from entering the world of entrepreneurship and starting their businesses is gender discrimination (Li, Ahmed & Qalati, 2019).

Because women often hold inferior positions to males, their responsibilities and capacities are sometimes neglected while development is being carried out (Karubaba, Engel, Karubaba, Awom & Mehuwe, 2022). The gender gap is a complex phenomenon that suggests that women will have lower levels of education, poorer health, higher childbearing rates, and lower rates of labour and political engagement (Baloch, Noor, Habibullah & Bani, 2018). Women typically make less money than men do (Folbre, 2017). In addition to losing their employment more frequently than men, women also give up their jobs more often to care for their children's growing needs (Fortier, 2020). The likelihood of conflict is lower in nations with relatively high gender equality and women's participation records in politics than in countries with low records (Webster, Chen & Beardsley, 2019). Women's economic empowerment has been prioritised as a worldwide priority by legislators and development agencies (Ferrant & Thim, 2019).

2.2 Social injustice and entrepreneurship

In the US, racial inequality has resulted in a stark wealth divide along racial line (Pantin & Lynnise, 2017). A significant body of literature contends that self-employment may help disadvantaged minorities in US society develop economically, and studies show that blacks are eager to do so (Gold, 2016). In South Africa, the Black Economic Empowerment (BEE) was established to enable the vast majority of black South Africans—who had previously been held back by the apartheid government—to participate in state economic affairs (Shava, 2016). In various regions, the participation of previously disadvantaged groups in entrepreneurship is encouraged.

The study of entrepreneurship shows that it may simultaneously increase some people's income mobility yet put other people at risk of poverty (Halvarsson, Korpi & Wennberg, 2018). Income disparity is relevant because rising inequality hurts the impoverished and negatively impacts the middle class, while entrepreneurship, while necessary for economic progress, is frequently seen as a critical driver of both the creation and destruction of personal wealth (Lecuna, 2020). Mohamad, Masron and Ibrahim's (2021) study states that considering the extent of income inequality in emerging economies,

entrepreneurship could be a key development driver in the long term if adequately supported, even though its contribution to nations' growth in the economy is currently minor or zero.

Men are significantly more likely than women to create growth-oriented and innovative businesses (Bastian, Metcalfe & Zali, 2019). The gender gap in entrepreneurship is particularly pronounced in high-growth companies, where women make up a substantially smaller percentage of founders capable of achieving high-growth equity results and high-value acquisitions (Guzman & Kacperczyk, 2019). Male entrepreneurs rule the manufacturing sector, whereas female entrepreneurs rule the service sector (Naidu & Chand, 2017). In the industrial industry, women are still underrepresented as business owners (Naidu & Chand, 2017). One of the pillars of the Sustainable Development Agenda 2030 is women's economic empowerment (Meunier, Krylova & Ramalho, 2017).

2.3 Women entrepreneurship

Women's empowerment is the process of enhancing a woman's or a group of women's individual or collective social, gender, educational, political, or economic power (Shettar, 2020). In order to promote wealth and well-being, women entrepreneurs have been identified as the new growth drivers and future stars of emerging nations' economies (Koneru, 2017). Many scholars have been interested in female entrepreneurs recently, who are the group of entrepreneurs with the fastest global growth (Cardella, Hernández-Sánchez & Sánchez-García, 2020). Women entrepreneurs are females or a group of women who start, plan, and run a business (Koneru, 2017). It may be claimed that the ratio of women in business has grown over the previous decade, resulting in sustainable development and economic growth in developed countries (Sajuyigbe & Fadeyibi, 2017). In developing nations, women resort to entrepreneurship for improved financial security, family survival, well-being, and educational opportunities (Yaqoob, 2020). Family members may benefit a woman-owned business's profitability by assisting her with domestic chores and offering her emotional and financial support in trying times (Yaqoob, 2020). Entrepreneurship by rural women is also greatly encouraged. Rural women typically own small enterprises with a small staff that sell gender-specific traditional goods such as handicrafts and ethnic clothes (Ghouse, McElwee, Meaton & Durrah, 2017).

2.4 Rural entrepreneurship

Rural regions in developed and developing countries have historically been defined by their distance from the centre, resulting in unequal standards of advancement in terms of inequality, poverty, and resource availability (Newbery, Siwale & Henley, 2017). The legal foundation of apartheid allowed for the establishment of ethnically demarcated homelands and the actual physical eviction of thousands of black people, who were forbidden from residing anywhere outside the rural regions (Strauss, 2019). In the independent states and homelands, areas of extreme inequality, poverty, and misery were concentrated due to the geographical rearrangement of South Africa's predominately black population (Strauss, 2019). A rural entrepreneur is a person who runs an enterprise in a rural area rather than an

urban one (Koyana & Mason, 2017). Rural entrepreneurship stimulates rural development by creating jobs, generating income, and promoting rural residents' living standards (Ngorora & Mago, 2018).

2.5 Youth entrepreneurship

The future innovative potential of civilisation is mainly carried by young people (Egorov, Lebedeva, Prokhorova, Shobonova & Bulganina, 2019). Young people are highly mobile and respond quickly to instability and market swings, which benefits the economy (Lez'er, Semerianova, Kopytova & Truntsevsky, 2019). With numerous efforts and programs to support the welfare and progress of youth, the twenty-first century has seen a prominence of youth empowerment concerns at the forefront of the global development debate (Ogamba, 2018). Bezerra, Borges and Andreassi (2017) state that universities can foster youth and student entrepreneurship by building incubation facilities that give students access to office space, knowledge, business assistance services, and training to help them formally launch their enterprises.

2.6 Challenges for women entrepreneurs

Numerous studies reveal that a complex interplay of micro and macroeconomic factors such as a lack of financial resources, an absence of personal assets, stereotypes, a fear of failing and a lack of training and education, socio-cultural limitations, a lack of connections, regulatory and legal requirements, and ineffective marketing tactics, limit the success of women entrepreneurs (Rudhumbu, du Plessis & Maphosa, 2020). Women have trouble obtaining the funds they need to start and manage enterprises; they often lack exposure and have difficulty locating acceptable customers and distribution channels (Kapinga & Montero, 2017). Due to their obligations at work, women entrepreneurs often struggle and feel stressed out trying to balance their professional and personal lives (Basit, Wong & Sethumadhavan, 2020). The biggest obstacle for women business owners is because they are female (Koneru, 2017). They construct their path to corporate success based on a patriarchal, male-dominated social order (Koneru, 2017).

3. Methodology

Research is a rigorous, scientific search for relevant data on a particular subject (Nayak & Singh, 2021). Research methodology is a discipline that examines how research must be carried out systematically (Iovino & Tsitsianis, 2020). The research approach, design and data collection can make up the research design. Research approaches are a group of strategies and policies that determine how a study is conducted as a whole (Solanki, 2022). There are three research approaches: qualitative, quantitative, and mixed. Research design is the plan for employing empirical data to address a research question (McCombes, 2021). A research design can be quantitative (experimental, quasi-experimental, descriptive, correlational, etc.) or qualitative (case study, ethnography, systematic review,

phenomenology, etc.) (McCombes, 2021). Data collection can be primary or secondary. Collecting data includes obtaining information from relevant sources to solve a research problem (BYJU'S, 2022). This study is a qualitative study as it did not investigate numeric data, but rather data on the impact of gender discrimination on woman entrepreneurs. The research analysis technique for the study is a systematic review. It reviewed and analysed literature from previous studies. Therefore, it is a secondary (desktop) study. The researcher made use of the UKZN online library together with various search engines when collecting the data, data was collected from existing sources. The researcher used keywords to source the most relevant literature. Themes relating to the topic emerged and made the literature search more valuable. Thematic analyses was used to analyse the data. The study did not require ethical clearance however the research was carried out with utmost integrity.

4. Preliminary Findings

Gender discrimination is one of the biggest obstacles keeping women from becoming entrepreneurs and opening their own firms (Li et al., 2019). Women's entrepreneurial activity appears to be impacted by gender discrimination. This study aims to explore the impact of gender discrimination on women entrepreneurs. This section will present and analyse the results of this study. After that, the findings will be discussed.

4.1 Impacts of gender discrimination on women entrepreneurship (findings).

First, gender discrimination hinders women from receiving external funds for their businesses. According to studies on gender discrimination, women entrepreneurs find it more challenging than males to get external funding to expand their businesses (Isaga, 2018, p. 107). This is better caused by the reality that most women have little access to higher education, low property ownership, and restricted social mobility, all of which affect their ability to obtain proper external finance (Isaga, 2018, p. 107). Second, gender discrimination discourages women from becoming entrepreneurs. Since entrepreneurship counters the conventional gender roles of wife and mother, women are less inclined to seek it (Panda, 2018, p. 319). A patriarchal society hampers women's aspirations in business; for instance, Lebanese women have difficulties because of strong family opposition (Panda, 2018, p. 319). Third, gender discrimination and inequality hinder the business growth of women entrepreneurs. Women's effective engagement in creating new enterprises is considerably reduced in Latin American regions because of gender discrimination, which also restricts their options for career growth and family development (Ilie, Cardoza, Fernandez & Tejada, 2018, p. 1). The study's findings demonstrate that women perceive higher inequality in business opportunities and encounter more obstacles when trying to obtain financial resources to grow their businesses (Ilie, Cardoza, Fernandez & Tejada, 2018, p. 1).

Fourth, gender discrimination results in missed opportunities. For responsible women entrepreneurs, perceived gender discrimination hinders their ability to recognise opportunities and find success (Xie & Wu, 2021, p. 828). Finally, gender discrimination results in the exclusion of women from networking groups. Female technology entrepreneurs are frequently excluded from substantial business social networks that strive to build and strengthen social networking because of gender discrimination; males predominate in most informal and formal business groups (Xie & Lv, 2016, p. 968).

4.2 Summary of the findings

Women get discriminated against when it comes to receiving external finance because they usually lack formal education and assets. The patriarchal society and family can hinder women from seeking entrepreneurial activities due to traditional gender roles. Latin American women experience discrimination and inequality, which results in fewer business opportunities and restrictions in obtaining resources. Discrimination can result in women not recognising great opportunities that will lead to business success. Women entrepreneurs do not get to network with other entrepreneurs in their industry due to gender discrimination.

4.3 Discussion

The findings will be discussed concerning the information in the literature review. The main results from the literature revealed that gender discrimination against women hinders women from receiving external funds for their businesses. Women entrepreneurs find it more challenging than males to get external funding to expand their businesses (Isaga, 2018). The findings state that this stems from women having a lower formal education, property ownership and limited social mobility. These findings concur with Kapinga and Montero (2017) that women have issues obtaining the capital they need to establish and run businesses; they frequently lack publicity and have trouble finding suitable clients and distribution channels. One of the other findings also reveals a similar issue with Latin American women stating that they perceive higher inequality in business opportunities and encounter more obstacles when trying to obtain financial resources to grow their businesses (Ilie et al., 2018).

Part of the reason women are discriminated against in business financing might be because lenders and banks have less trust in women. Since inequality has resulted in more women having lower levels of education than men (Baloch, 2018), lenders might feel more safe lending to people with higher levels of education. This can be a flaw because they base an entrepreneur's success on education level. Higher education levels do not guarantee success. It is an unfair attitude towards women. Women are said to earn less than men (Folbre, 2017)—lower-income results in less property ownership. For banks, property is a sign of collateral. Since most women do not have collateral, it might be the reason why they are rejected for funding. This indicates that most funding requirements do not favour women.

Another finding reveals that gender discrimination discourages women from becoming entrepreneurs. In this finding, the discrimination stems from a patriarchal background and family members. For some

women, their family members prevent them from embarking on entrepreneurship (Panda, 2018). In many societies, women are still confined to traditional gender roles of focusing on homemaking. Rudhumbu et al. (2020) noted that socio-cultural limitations are one of the factors that hinder women entrepreneurs. Embracing and participating in entrepreneurial activities is considered to be out of their feminine frame. This is unfair to women as it restricts their freedom and ability to embark on whatever career they want and express their innovative minds. Men are predominantly masculine, and women are predominantly feminine; however, both genders have a masculine and feminine side. Women can balance those energies and run successful firms. Their femininity should not disqualify them from desiring to embark on entrepreneurial activities. Women's abilities outside of the home should be recognised.

The findings also indicate that discrimination can result in women not recognising great opportunities that will lead to business success (Xie & Wu, 2021). Stereotyping of women is one of the effective forms of discrimination women face (Batool, 2020). Stereotypes can make women lose confidence in their abilities. Women in the entrepreneurial process can end up failing simply due to a loss of enthusiasm. It is even worse for women who come from families that do not believe in their capabilities.

The last finding reveals that women entrepreneurs do not get to network with other entrepreneurs in their industry due to gender discrimination. This finding was specific to technology women entrepreneurs. Technology is an industry dominated by men. The study found that men exclude women from their social networks in the industry (Xie & Lv, 2016). Rudhumbu et al. (2020) stated that a lack of connections is a limitation for women entrepreneurs. This finding indicates that men do not take women seriously in this kind of industry. Social networks are very beneficial for entrepreneurs to meet others from the same industry and share some guidance and opportunities. The exclusion of women in social networks highly likely ties in with women missing business opportunities. Social exclusion results in women missing opportunities, connections, and guidance from prominent entrepreneurs in their field.

The results have filled a gap in the entrepreneurship literature. This study has created a unified answer to the impacts of gender discrimination on women's entrepreneurship. These findings are significant because they highlight women entrepreneurs' issues even in the 21st century. There is still some progress that needs to be made. Women entrepreneurs need to be given the attention and recognition they deserve. Aspiring female entrepreneurs should not have to encounter the issues that are faced by women, mainly in male-dominated industries. The entrepreneurship discipline can study these issues and examine how they can be eradicated. This study should not serve as a discouragement to future women entrepreneurs but as motivation to bridge the gaps and create a better future for other women.

5. Managerial Implications

This study was on social injustices and their effects on entrepreneurship. This study aimed to explore the impact of gender discrimination on women entrepreneurs. These are the recommendations for the study:

- Governments, policymakers, and organisations should pay attention to the issues that women entrepreneurs face and implement programmes that assist women in overcoming these challenges. Funding requirements that hinder women's access should be revisited.
- Young university women should be enlightened about the different initiatives catering to women entrepreneurs.
- Women entrepreneurs in all sectors should connect on social media and form groups where they can guide each and inform each other about business opportunities. Through these groups, they can stay updated on business trends in their sector.
- Future research can focus on the gender injustices that impact women entrepreneurs in South Africa.

6. Recommendations

It is recommended that women entrepreneurs should seek formal education and develop their skills to make a more meaningful impact. Further to this, women should not be discriminated against when it comes to receiving finance. More opportunities should be given to women entrepreneurs. And lastly it is recommended that women should engage in networking with their male counter parts.

7. Conclusions, Limitations and Future Research

Entrepreneurship may serve as a source of personal fulfilment and happiness, motivating people to persist in seemingly challenging tasks and constructively contribute to society. However, that fulfilment may be limited to challenges in the entrepreneurial process due to social injustice. This paper explored the impact of gender discrimination on women entrepreneurs. The study's main findings demonstrated that gender discrimination prohibits women from acquiring external capital for their businesses. Most finance requirements do not hinder women. According to another study, gender discrimination discourages women from launching their enterprises. The bias stems from patriarchal family members and upbringing.

The findings suggest that discrimination may shield women from scoring opportunities to advance their enterprises. Women who start enterprises might not succeed due to losing interest. The situation may

be far worse for women from families that do not appreciate their abilities. The last study shows how discrimination against women stops them from networking with other company owners in their industry. Socially excluded women need more opportunities, connections, and business guidance from seasoned professionals in their fields.

Governments, organisations, and legislators must take note of the difficulties women entrepreneurs encounter and implement initiatives to help women overcome these obstacles. Funding requirements that restrict access for women should be reviewed. All types of female business owners should interact on social media and create communities so they may mentor one another and share information about business prospects. They can keep up with industry business developments through these groups. Future studies could concentrate on the discrimination against women business owners in South Africa.

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