



# Comparative Business Dynamics in African Regions: A Theoretical Framework for Rwanda's Context

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## Abstract

This article examines comparative business dynamics in African regions with a specific focus on Rwanda, providing a theoretical framework to understand and analyse these phenomena. This study employs a qualitative approach, drawing from existing literature on comparative business studies in Africa and Rwanda specifically. It integrates insights from various theoretical frameworks to construct a robust model. The theoretical model underscores the importance of FDI and regional integration strategies to foster sustainable business development in Rwanda. It also highlights the need for tailored policies that address specific challenges faced by Rwandan businesses. Based on the findings, recommendations include enhancing regional trade agreements, improving access to finance for small and medium-sized enterprises (SMEs), and promoting a more inclusive business environment.

**Keywords:** *Sub-Saharan, Africanization, Neostructuralism, Globalization, Contract Theory, Institutional Isomorphism, Comparative Advantage*

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