



# **Comparative Business Practices in São Tomé and Príncipe: An African Perspective**

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## **Abstract**

São Tomé and Príncipe is a small island nation in West Africa with unique cultural and economic characteristics that have shaped its business practices over time. The study employs a mixed-methods approach combining qualitative interviews with quantitative surveys to gather data from both local entrepreneurs and foreign investors active in the region. Local businesses demonstrate strong community ties, often prioritising informal transactions over formal contracts, while international enterprises tend to favour standardised business practices across different sectors. The findings suggest that understanding cultural nuances is crucial for effective cross-cultural business operations in São Tomé and Príncipe. Businesses operating in São Tomé and Príncipe should consider the importance of building trust through informal relationships to enhance market penetration. São Tomé and Príncipe, Business Practices, Cross-Cultural Studies

**Keywords:** *African Geography, Small Island Economies, Comparative Business Studies, Cultural Economics, Methodological Approaches, Empirical Research, Postcolonial Theory*

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