



Practices in Democratic Republic of Congo: An Ethnographic Exploration of Policy Implications

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Abstract

Business research in Africa often focuses on theoretical frameworks or quantitative data analysis, but less attention is given to ethnographic studies that explore cultural and contextual nuances. The study employs participant observation, semi-structured interviews, and archival research methods to gather data from various stakeholders including entrepreneurs, policymakers, and community members. Data analysis is conducted through thematic coding and cross-case comparison. Through the findings section (labelled as 'Findings'), we observed that small-scale businesses in DRC predominantly rely on informal financing mechanisms, which often lack formal guarantees or collateral requirements, reflecting a significant proportion of their operations compared to traditional banking channels. This observation highlights the practical challenges and opportunities for policy reform aimed at supporting these enterprises. The study concludes by emphasising the importance of integrating ethnographic insights into business research in Africa to better understand local dynamics and inform more effective policies that address real-world issues. Recommendations include developing targeted financial inclusion programmes, enhancing access to microfinance institutions, and streamlining regulatory frameworks to foster a conducive environment for small businesses in DRC and similar contexts.

Keywords: *Congo, Ethnography, Cultural Anthropology, Contextual Analysis, Methodological Approaches, Community Engagement, Power Dynamics*

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