



Sustainable Business Practices in Contemporary Nigeria: A Qualitative Exploration

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Abstract

Sustainable business practices are crucial for contemporary Nigeria's economic growth and environmental sustainability. In Africa, Nigeria is a significant player in global markets, but its businesses often face challenges related to sustainable development. The study employed a mixed-methods approach with semi-structured interviews as the primary data collection method. A purposive sample of executives from various sectors was selected based on their expertise in sustainable development practices. Thematic analysis was used to interpret qualitative data. Among the participants, there is a notable shift towards incorporating sustainability into business strategies, driven by both environmental concerns and regulatory pressures. The majority (75%) reported implementing at least one form of sustainability measure, with a significant proportion focusing on energy efficiency and waste management. The findings suggest that while Nigerian businesses are increasingly adopting sustainable practices, there is room for improvement in terms of integration across all business functions and scaling up initiatives. The qualitative insights provided by this study can inform future research and policy development efforts. For businesses, recommendations include integrating sustainability into core business strategies, enhancing stakeholder engagement, and leveraging government incentives to support sustainable practices. Policy makers should consider fostering a more supportive regulatory environment for sustainable business growth in Nigeria.

Keywords: *African Geography, Sustainability Studies, Qualitative Research, Development Economics, Cultural Anthropology, Ethnography, Social Ecology*

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