



Policy Frameworks in African Business Research: A Theoretical Exploration of Kenya's Context

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Abstract

In Africa, particularly in Kenya, business policies significantly influence economic development and corporate performance. The study employs a qualitative approach using existing literature reviews and expert consultations to construct a comprehensive policy framework for African business environments. The theoretical framework underscores the importance of balancing directive and facilitative policies to enhance business dynamism and economic growth in Kenya. Future research should explore how policy frameworks can be more adaptive to local business needs, thereby fostering a more responsive business ecosystem.

Keywords: *African geography, business policy, development economics, qualitative research, institutional theory, neo-classical economics, stakeholder analysis*

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