



Practices in Egypt: An Ethnographic Study of Policy Implications in African Contexts

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Abstract

This ethnographic study examines practices in Egypt to explore policy implications for business research in African contexts. Ethnographic methods were employed, involving participant observation, semi-structured interviews with key stakeholders, and document analysis of business policies and practices in Egypt. A prominent theme emerged regarding the adaptation of international business ethics frameworks to local contexts, particularly concerning transparency and accountability mechanisms. Findings indicate that while there is a growing recognition of ethical considerations in Egyptian businesses, actual implementation varies significantly, often influenced by cultural norms and economic pressures. Policy recommendations include fostering dialogue between academia and practitioners, enhancing training programmes for business ethics, and encouraging the integration of local practices into international frameworks.

Keywords: *Cultural Anthropology, Ethnicity, Ethnography, Fieldwork, Cultural Studies, Development Economics, Contextual Analysis*

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