



# **Comparative Business Practices in Moroccan Regions: An Action Research Inquiry into African Perspectives**

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## **Abstract**

This study examines comparative business practices across different regions of Morocco, focusing on African perspectives. An action research approach was employed, involving direct engagement with local businesses and communities across Morocco's diverse regions. Data collection included interviews, surveys, and focus groups to gather qualitative and quantitative data on business practices and cultural contexts. Distinct themes emerged regarding the influence of regional cultures on business strategies. For instance, in the North African region, there is a higher emphasis on formal contracts compared to other regions where informal agreements are more prevalent. The study highlights significant variations in business practices across Moroccan regions, influenced by cultural and historical factors. Regional development policies should consider these regional-specific dynamics to foster inclusive economic growth. Businesses operating in Morocco would benefit from understanding these differences for effective market entry and localization strategies.

**Keywords:** *Morocco, Geographical Focus, Action Research, Comparative Studies, Contextual Analysis, Ethnographic Inquiry, Socioeconomic Factors*

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