



Sustainable Development Practices in Nigerian Business Enterprises: An Ethnographic Exploration

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Abstract

Sustainable development practices in Nigerian business enterprises have gained significant attention due to the country's role as a major economic player in Africa and the global market. However, there remains a gap in understanding how these practices are implemented and perceived within local contexts. The research employed an ethnographic approach, utilising participant observation, semi-structured interviews, and document analysis to gather qualitative data from a diverse sample of businesses across various sectors in Nigeria. Findings indicate that while sustainability is increasingly recognised as important by business enterprises, there are significant variations in how practices are adopted. For instance, small-scale enterprises predominantly focus on environmental conservation efforts, whereas large corporations emphasise community development and ethical sourcing. The study highlights the importance of contextualizing sustainable development strategies to address local needs and challenges effectively. Businesses should consider adopting a more holistic approach that integrates economic viability with social and environmental sustainability. Government policies could also benefit from providing targeted support for small enterprises in implementing sustainable practices.

Keywords: *Africanization, Cultural Capital, Ethnography, Institutional Logics, Multinational, Sustaining Practices, Subaltern Studies*

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