



Comparative Business Dynamics in African Regions: A Scholarly Review of "Comparative Business Studies in African Regions"

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Abstract

The review focuses on comparative business studies in African regions, specifically examining Kenya's business landscape. A comprehensive literature review was conducted to analyse various studies published on comparative business studies in Africa with an emphasis on the Kenyan context. The analysis reveals significant differences in business practices across regions, particularly in financial management and market access strategies. The reviewed studies emphasise the importance of understanding regional-specific challenges for effective business operations in African countries. Future research should focus on developing culturally-sensitive business models that address unique local conditions.

Keywords: *Sub-Saharan, Africanization, Diaspora, Ethnicity, Bureaucracy, Globalization, Development*

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