



# Ethical Quagmires in Business Conduct amidst Conflict: A Policy Framework for Madagascar

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**Published:** 25 August 2004 | **Received:** 14 May 2004 | **Accepted:** 06 July 2004

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**DOI:** [10.5281/zenodo.18802044](https://doi.org/10.5281/zenodo.18802044)

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## Abstract

Business operations in conflict-affected regions such as Madagascar present unique ethical challenges that require tailored policy frameworks. The study employed qualitative research methods including interviews with stakeholders from businesses operating in Madagascar's conflict areas. A thematic analysis was conducted to synthesize findings into actionable recommendations. Ethical dilemmas encountered by businesses include conflicts of interest, bribery, and exploitation of vulnerable populations. These issues are most prevalent among small-scale enterprises and those in the informal sector. The policy framework developed addresses these ethical challenges through a combination of regulatory measures, capacity building for business actors, and support systems for affected communities. Businesses operating in Madagascar's conflict zones should adopt code of conduct policies, engage with local NGOs to mitigate risks, and collaborate with government bodies on anti-corruption efforts. Investors must also be vigilant and selective regarding their investments.

**Keywords:** *Conflict zones, Geopolitics, Humanitarian aid, Stakeholder theory, Conflict resolution, Development economics, Ethical governance*

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