



Challenges and Opportunities in Post-Conflict African Business Contexts: A Qualitative Exploration

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Abstract

Post-conflict African states present unique business contexts characterized by political instability, economic disruption, and social unrest. A qualitative study employing semi-structured interviews to gather insights from key informants including business owners, government officials, and civil society representatives. Interviews revealed that despite high levels of uncertainty, there was significant interest in expanding into new markets by leveraging improved infrastructure and regulatory reforms. Businesses can capitalize on these opportunities through strategic partnerships and innovative risk management strategies. Developing targeted public-private sector dialogues to address specific challenges such as security and access to finance will be crucial for business sustainability.

Keywords: *Post-conflict, Africa, Contextualization, Qualitative, Exploration, Interviews, Transformation*

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