



Sustainable Development Strategies in Kenyan Businesses: A Comparative Analysis

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Abstract

Sustainable development strategies in Kenyan businesses are increasingly recognised as crucial for long-term economic and social stability. A mixed-methods approach combining case studies with quantitative data analysis to evaluate the effectiveness of sustainability programmes in various industries. The study reveals that while all sectors have implemented some form of sustainable development practices, agriculture businesses show a higher proportion (35%) of comprehensive reporting compared to manufacturing (20%). Despite initial challenges, Kenyan enterprises are making strides towards sustainability, with agriculture leading in transparency and implementation. Encourage broader adoption of sustainable development metrics and foster collaboration between businesses and government for policy alignment. Sustainable Development, Kenya, Business Practices, Mixed-Methods Approach

Keywords: Kenya, Sustainable Development, CSR, Sustainability Reporting, Stakeholder Theory, Triple Bottom Line, Business Ethics

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