



# Ethical Quandaries in Business Practices During Conflict in Zambia

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## Abstract

Business operations in conflict-affected regions often encounter unique ethical challenges that differ from those encountered in stable environments. The research employs mixed methods, incorporating both qualitative interviews with business owners and managers, as well as quantitative surveys of employees across various sectors. Data triangulation is employed to ensure robustness and accuracy of findings. A significant proportion (45%) of respondents reported experiencing ethical conflicts related to resource allocation and workforce management in conflict settings. Themes include prioritising stakeholder interests over profit maximization, and the impact on employee mental health due to exposure to violence. The study identifies recurring ethical challenges faced by businesses in conflict zones and proposes a framework for responsible business conduct that considers both economic viability and social responsibility. Businesses operating in conflict-affected regions should establish robust ethical guidelines, prioritise stakeholder welfare over profit maximization, and engage with local communities to mitigate negative impacts on mental health.

**Keywords:** *Conflict-affected regions, Geopolitics, Stakeholder theory, Ethnography, Qualitative inquiry, Quantitative analysis, Reflexive practice*

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