



Policy Dynamics in Tunisian Business Research: A Mixed-Methods Exploration

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Abstract

Business research in Tunisia often grapples with policy implications that affect its business environment. Understanding these dynamics is crucial for stakeholders aiming to navigate and influence the legislative framework. A mixed-methods approach was employed, integrating qualitative interviews with quantitative surveys. Data were collected from a diverse sample of Tunisian businesses across various sectors. Findings suggest that policy changes are significantly influenced by academic research trends, particularly in sectors heavily reliant on international markets (e.g., tourism and agriculture). The study concludes that fostering stronger collaborations between academia and policymakers could enhance the effectiveness of business policies in Tunisia. Recommendations include establishing more formal channels for dialogue between academics and policymakers, with a focus on sectors most affected by global market changes.

Keywords: *Tunisia, Geography, Policy Analysis, Mixed-Methods, Qualitative Research, Quantitative Research, Geographic Information Systems (GIS)*

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