



Sustainable Business Practices in Zambian Contexts: An Ethnographic Exploration

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Abstract

Zambia is a landlocked country in central Africa, known for its rich cultural diversity and natural resources. The Zambian economy relies heavily on agriculture and mining sectors, which are crucial to the national development agenda. The research employs participant observation, semi-structured interviews, and focus group discussions among smallholder farmers and mining communities. Data collection was conducted over a period of six months across three regions. Sustainable land management practices were predominantly observed among the farming community, with approximately 70% of respondents adopting conservation agriculture techniques to mitigate soil erosion and improve crop yields. The findings suggest that integrating traditional ecological knowledge with modern sustainable agricultural methods can significantly enhance productivity and environmental sustainability in Zambian rural settings. Businesses operating in Zambia should collaborate more closely with local communities to adopt holistic, culturally sensitive approaches to sustainable development.

Keywords: *African Geography, Ethnography, Sustainable Development, Anthropology, Community Engagement, Indigenous Knowledge Systems, Participatory Methods*

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