



Sustainability Dynamics in Ghanaian Business Paradigms: An African Perspective

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Abstract

The study explores sustainable development dynamics in Ghanaian business paradigms, offering an African perspective on how businesses integrate environmental and social responsibilities. A mixed-methods approach combining qualitative interviews with quantitative surveys to gather data from business leaders across various industries in Ghana. Businesses predominantly prioritise economic sustainability (72%) over social or environmental sustainability, indicating a significant gap in the latter areas. The findings underscore the need for tailored educational programmes and policy support to encourage more balanced corporate strategies that consider all three dimensions of sustainable development. Develop targeted training initiatives for business owners and managers on integrating social and environmental issues into their operational models, alongside supportive regulatory frameworks.

Keywords: *Ghanaian, Sustainability, Paradigms, Green Business, CSR, Development Economics, Ethos*

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