



# The Nigerian Business Sustainable Development Nexus Framework

Oluwatobiloba Adekunbi<sup>1,2</sup>, Femi Ajayi<sup>2,3</sup>

<sup>1</sup> National Institute for Medical Research (NIMR)

<sup>2</sup> University of Ibadan

<sup>3</sup> Department of Advanced Studies, National Institute for Medical Research (NIMR)

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**Correspondence:** [oadekunbi@hotmail.com](mailto:oadekunbi@hotmail.com)

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## Author notes

*Oluwatobiloba Adekunbi is affiliated with National Institute for Medical Research (NIMR) and focuses on Business research in Africa.*

*Femi Ajayi is affiliated with University of Ibadan and focuses on Business research in Africa.*

## Abstract

The Nigerian economy is a significant player in Africa's business landscape, with substantial contributions to regional and global markets. Understanding sustainable development within this context is crucial for fostering long-term growth. Theoretical synthesis and qualitative analysis of existing literature on sustainable development and business ethics in Nigeria. The theoretical framework underscores the importance of aligned business strategies and supportive regulatory environments for achieving sustainable development goals in Nigeria's business sector. Policy recommendations include increasing subsidies, enhancing public-private partnerships (PPP), and implementing targeted educational programmes on corporate social responsibility (CSR).

**Keywords:** *Sustainable Development, Sub-Saharan Africa, Green Business Models, Stakeholder Theory, Ecocentrism, Triple Bottom Line, CSR Framework*

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